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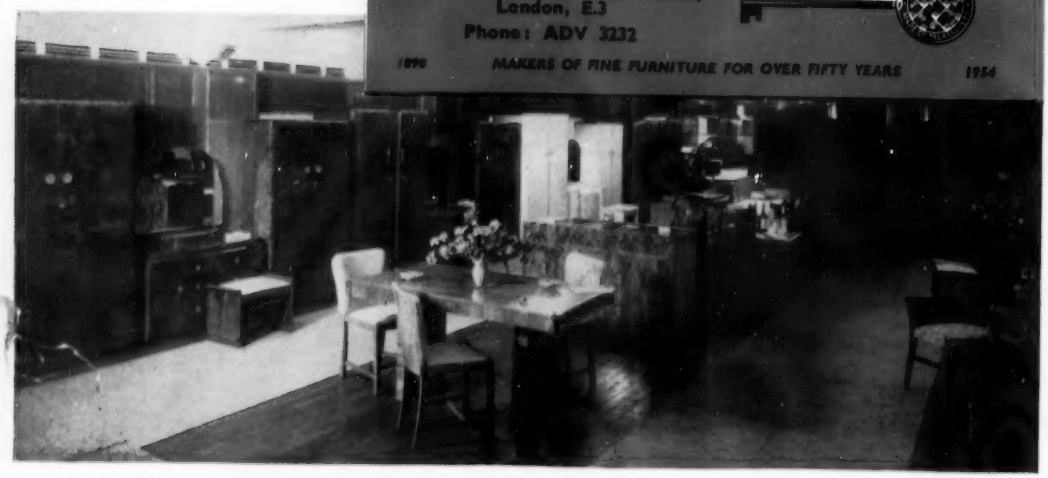

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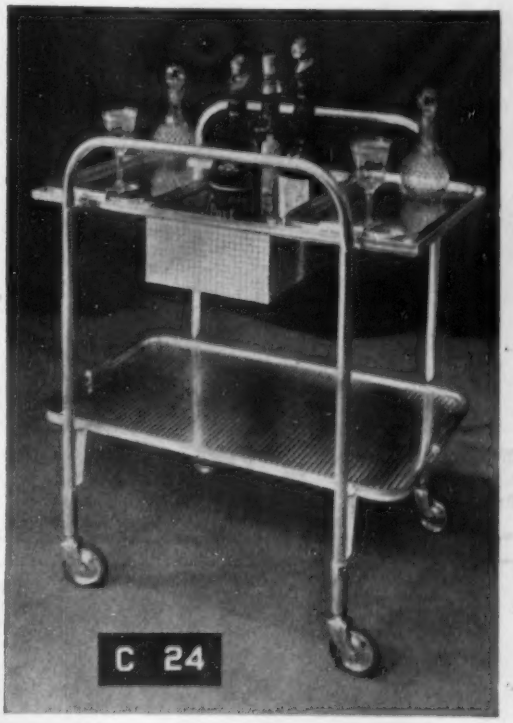

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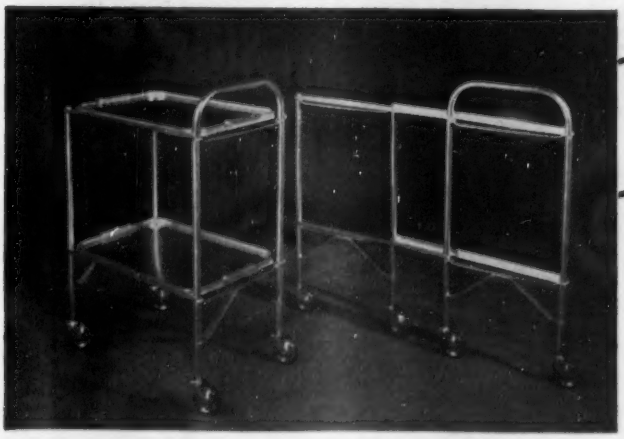

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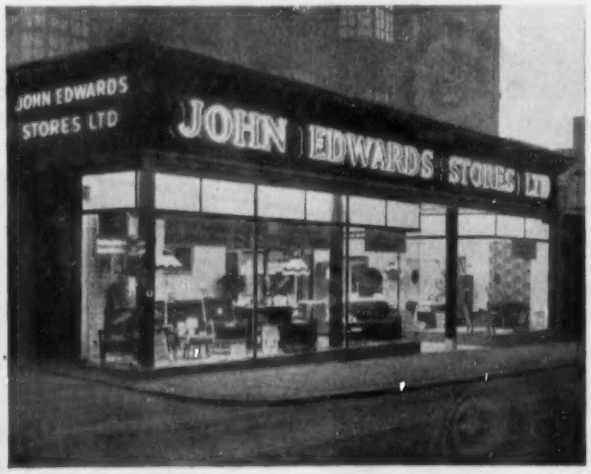

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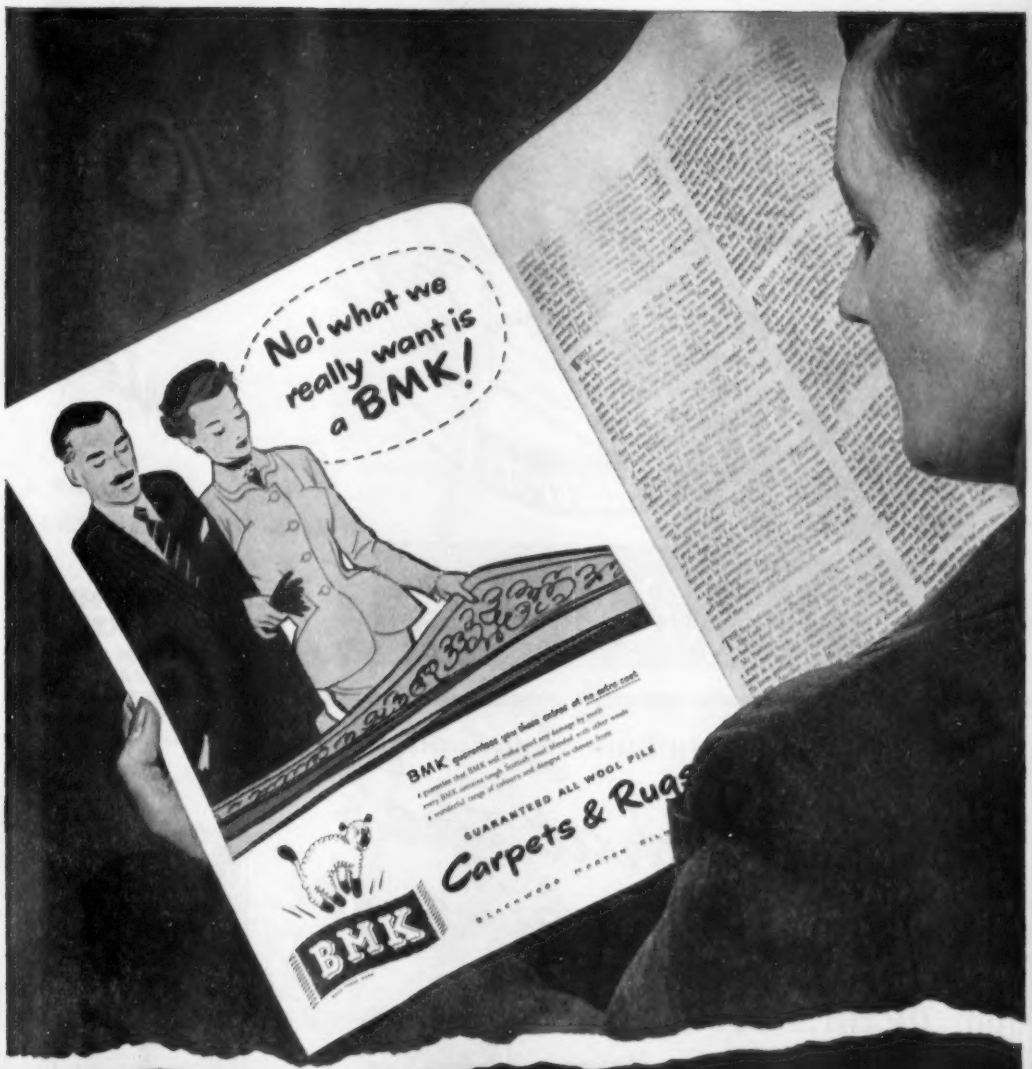

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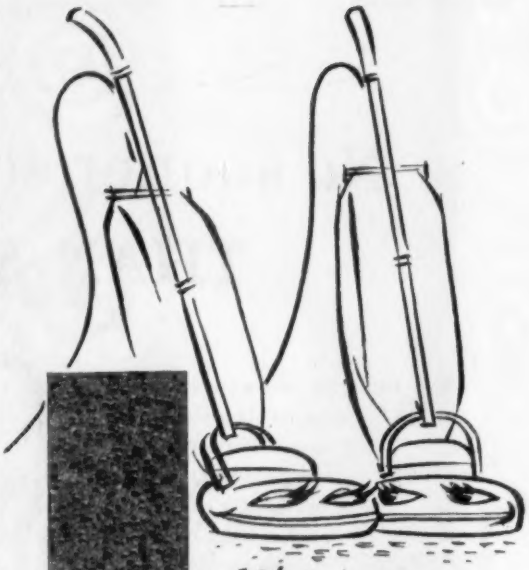

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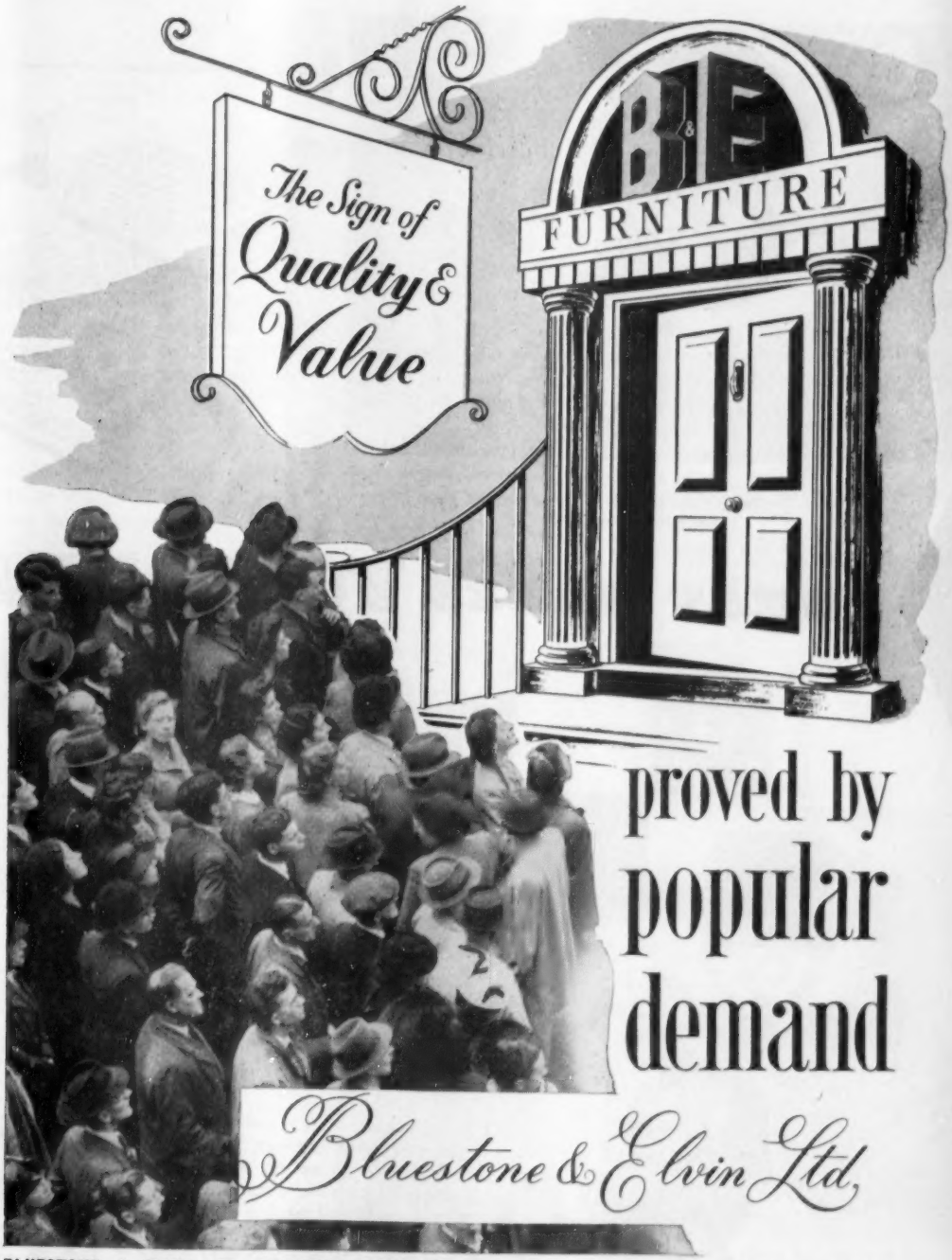

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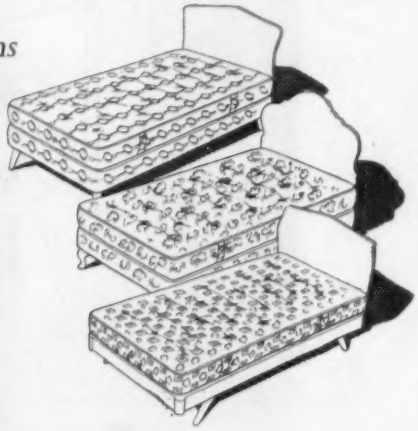
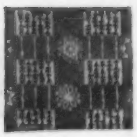
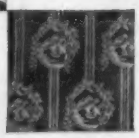


The new Vono range is certain to please even your most fastidious customers. They can easily match their own individual bedroom furnishings from the large selection of elegant headboards. And whether they prefer traditional styling or the contemporary trend, they'll find the best of both in the magnificent Vono range.

WHAT MAKES VONO BEDS





Marvellous coverings

We all know what an important part the covering material plays in making a sale. The coverings of Vono Beds are designed to *sell*. There are new, gay contemporary prints in brilliant eye-catching hues, and rich, colourful fabrics in well-tried traditional patterns, too. And they're about the most hard-wearing fabrics you'll find anywhere.

Good honest workmanship

Your customers are quick to recognise good workmanship when they see it. So they'll appreciate the quality of Vono beds—made from the finest materials, to standards of craftsmanship established over half a century. When you show Vono beds to your customers, you can be sure that you're offering them the best their money can buy. Especially as the prices are so very reasonable!

The Conway. Contemporary design bed with popular "Tilt-Back" Headboard and deep base and mattress. In 2' 6" and 3' sizes, with a variety of fashionable contemporary coverings.

It's hard to say which features make Vono beds such good sellers. Some of your customers will be captivated by the gay coverings and handsome headboard designs. Others will be impressed by the more prosaic features that underline fine craftsmanship and the use of the best materials. People on a budget (and who isn't these days!) like the wonderful value that Vono beds represent.

SO POPULAR?

With 50 years manufacturing experience behind them, Vono beds are built to please *everyone*. Of course, there's one feature that clinches the sale every time. It's the superlative comfort for which Vono beds have always been unsurpassed.
You should find out more about the range of luxurious Vono beds right away.

The Dover. Luxuriously deep spring base with castors. Headboards of traditional design in medium oak finish. Available with inner-spring or Vonofoam mattress. Sizes: 2' 6", 3' 0", 3' 6", 4' 0", 4' 6" & 5' 0".

SPECIAL INFORMATION FOR RETAILERS

IT PAYS TO DISPLAY

Retailers who've been using Vono display material tell us that these new, colourful displays have brought a big boost in customer-interest and resulting sales. If you're not displaying Vono beds, you're missing an important share of this business. Ask your Vono representative about Vono displays next time he calls.

WELCOME VISITORS

Next time you're in the West End of London, drop in and see us at the new Vono showroom. You'll see the entire range of Vono beds there, and you'll be able to pick up some useful tips on the best way to display them. The address is 71 Grosvenor Street, W.1. There are Vono showrooms also at Tipton, Manchester, Leeds and Glasgow.

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VONO BEDS *designed for your lifelong comfort*

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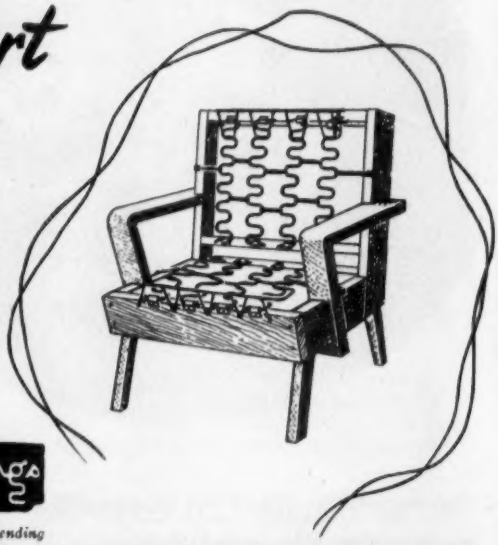

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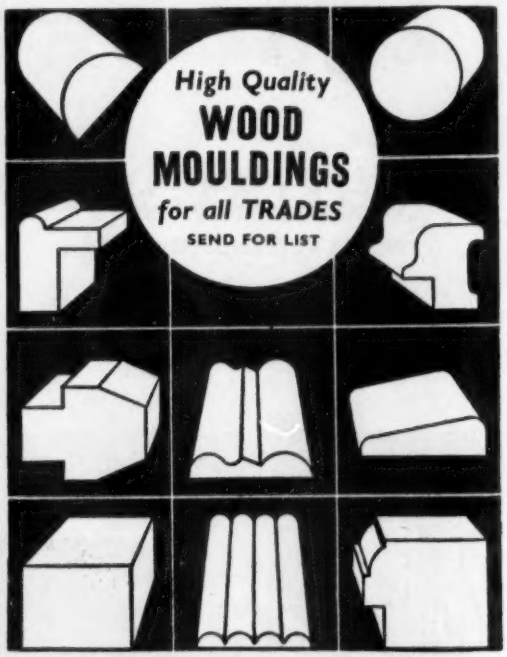

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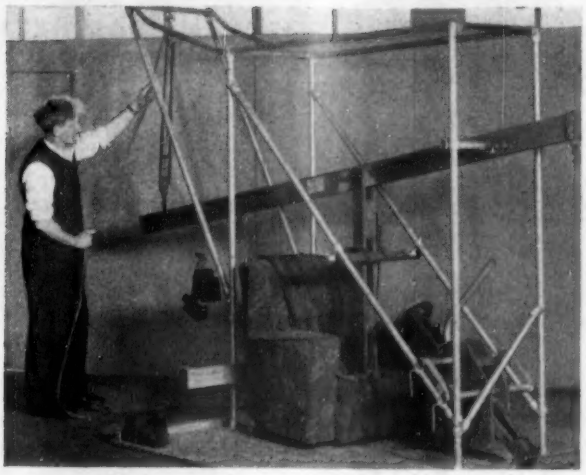

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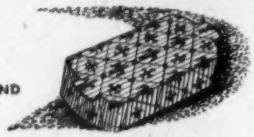

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PREMIER FURNITURE
MANUFACTURERS LTD.

Specialists in . . .

"VYNIDE"
3-piece
UPHOLSTERY

The Premier Furniture Manufacturers Ltd.

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SUFFOLK — *a Divan*

that sets a new standard in Value

•

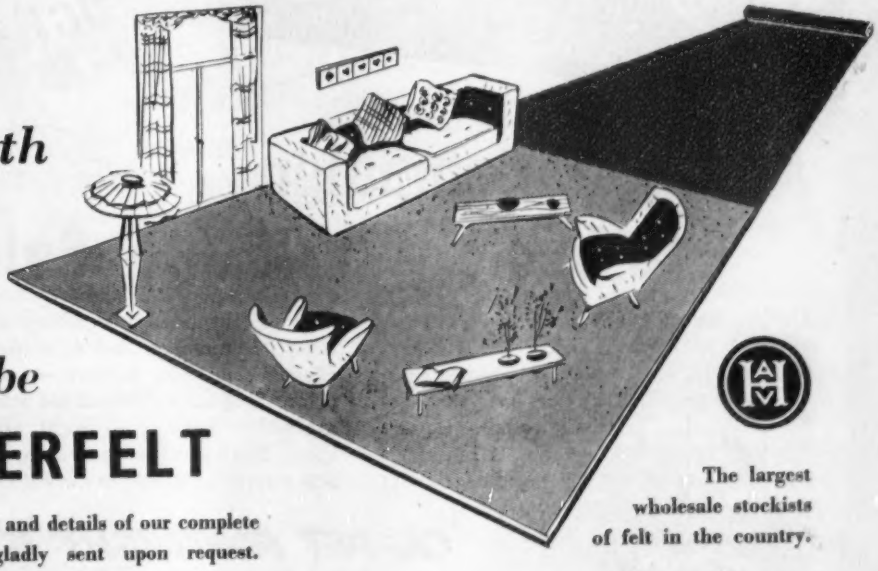
Covered in handsome damask this beautifully designed Divan set makes an instant appeal. The mattress is built around the famous Sleepy Valley strip-edged spring unit. The fillings are coir fibre pads and wool mixture felt. The Divan, with 7″ base, is available on four masked castors or four heavy Queen Anne legs.

•

Complete with walnut finish headboard, the 3′ 0″ Suffolk Divan set can be retailed at £15 . 15 . 0.

Sleepy Valley
(BEDDING) LTD.
WEYMOUTH TERRACE · LONDON · E.2
SHOreditch 6231

BS 1877



Beneath it all there must be

UNDERFELT

Samples and details of our complete range gladly sent upon request.

The largest wholesale stockists of felt in the country.

A. V. Humphries Ltd.

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SPECIALISTS IN FINE FURNISHING FABRICS AND CARPETS OF EVERY DESCRIPTION

A BIGGER Campaign —to bring you BIGGER Sales!

Under the banner headline "CARPETS MAKE A HOME", the 1954 CARPET FORTNIGHT will mass an even bigger selling attack than last year. Success is certain—for this year's impact is backed by 12 months' sustained advertising and publicity. Remember, this is a co-operative effort. *Your* share depends on *your* enterprise. So plan to use *all* the selling aids available. Book your local advertising space NOW—make your store display a real stopper! *Cash-in on Carpet Fortnight!*

'CARPET FORTNIGHT' IS A CO-OPERATIVE EFFORT... *give it all you've got!*

BIGGER NATIONAL PRESS AND MAGAZINE ADVERTISEMENTS

Before and during Carpet Fortnight, there will be national advertising in the mass circulation dailies and women's weeklies; it's a hard selling campaign designed to bring you *more* traffic, *more* cash business. This autumn selling campaign is in addition to the normal year-round advertising.

FREE! NEW MATRIX SERVICE — FOR YOUR OWN ADVERTISING CAMPAIGN

Each of the *free* matrices ties in with the display material—ties in with the national advertising. They're easy to use, and they *sell!* Make fullest use of them, in your own advertising or in Carpet Fortnight composite pages . . . your local newspapers will tell you about these. Book your Carpet Fortnight advertising space at once. *Your advertising, supported by the national publicity, will bring more customers to your store.*

FREE! PACK OF ATTRACTIVE DISPLAY MATERIAL

Plan your windows NOW to take full advantage of all this Carpet Fortnight publicity! Use this eye-catching *free* display material in your windows and throughout your store. GET YOUR FULL SHARE OF THE EXTRA CARPET FORTNIGHT SALES!

200 Guineas MUST BE WON!

Enter your window display for the "Carpet Review" Trophy and valuable cash prizes. The contest is open to all carpet retailers. Prizes are in 2 groups: A. those with professional display staff; B. all others.

EARLY IN SEPTEMBER ALL RETAILERS WILL RECEIVE CARPET FORTNIGHT DETAILS AND DISPLAY PACK

The British Carpets Promotion Council, Dorland House, 18-20 Regent St., London, S.W.1.

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THEY MUST BE GOOD

QUANTITY PHOTO-PRINTING SERVICE ∴ COMPETITIVE QUOTATIONS
PERSONAL ATTENTION TO INDIVIDUAL REQUIREMENTS THROUGHOUT THE U.K. and NORTHERN IRELAND

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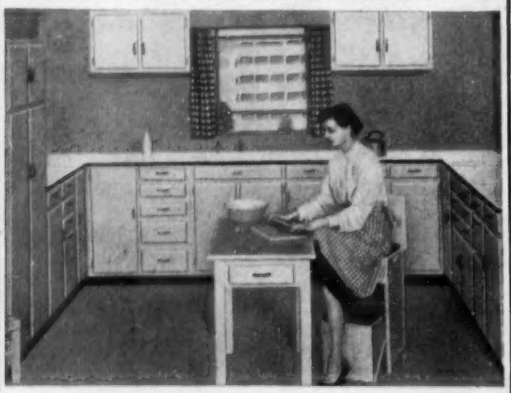
Commercial Photographers, CHRISTINA STUDIOS, 10 CHRISTINA STREET, CURTAIN ROAD, E.C.2

BEATALL KITCHENS



FROM A SINGLE UNIT TO A COMPLETE INEXPENSIVE KITCHEN
WITH A CHOICE OF 40 DIFFERENT UNITS

★ NEW — AND ENTIRELY DIFFERENT!
THE BEATALL FOUR-FOLD CABINET
as shown is designed for the benefit of women everywhere. It can be used as a Shoe Tidy, Step Stool, Kitchen Seat, Child's High Stool or Occasional Table. It is an essential space-saver in every home. Finished in pastel shades of cellulose enamel. **95/-**
U.K. Patent No. 628207 and Foreign Patents. FIXED RETAIL PRICE

Serial No. ★ 1856 BRITISH GOOD HOUSEKEEPING INSTITUTE GUARANTEES REFUND OF MONEY OR REPLACEMENT IF NOT IN CONFORMITY WITH THE INSTITUTE'S STANDARDS

BEATALL FURNITURE LTD
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Phone: GREenwich 2167 (4 lines)
Grams: BEATALFURN, WOL, LONDON

The STAR UPHOLSTERY Co. Ltd. READING

- THREE-PIECE SUITES
- EASY CHAIRS
- FIRESIDE CHAIRS

The 'Grant' Easy from the 3-piece suite

The
STAR UPHOLSTERY Co. Ltd.
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Established 1921 Phone: READING 2318

The beautiful mahogany "Devon" desk is acclaimed by all as a fine example of a period reproduction.

Stock sizes 5' x 3' and 5' 3" x 3' 3" and as partners desks 5' 6" x 3' 5" and 6' x 4'

All models have an antique gilt embossed leather lining

P. & H. (CABINET MAKERS) LTD
(INCORPORATING F. & J. PILDITCH & CO.)
19, ALL SAINTS RD., LONDON, W.11. Tel.: PARK 9837

For the Director's Office . . .

SKLAN (Heirloom Furniture) LTD

Buyers are cordially invited to inspect our Autumn Range of Bedroom and Dining Room Furniture which is being displayed at the following centres:—

MANCHESTER	Milton Hall, 244 Deansgate.	Aug. 23rd-26th
CARDIFF	Connaught Rooms, Queen Street.	Aug. 30th-Sept. 3rd
NEWCASTLE	Durant Hall, Saville Place.	Sept. 7th-10th
LEEDS	Town Hall.	Sept. 13th-16th

MILLIS WORKS, OLD FORD ROAD, LONDON, E.3 Tel: ADVANCE 1201/2

BRIGHTER PROSPECTS

with

WARERITE Regd.

Plastics

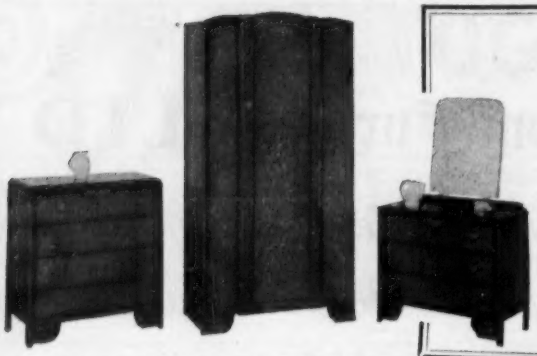
WARERITE surfaces give added sales appeal to your furniture. Attractive show-cards and leaflets are available for display. Write for details. Warerite Ltd., Ware, Herts.

Contemporary dinette set with table top and sideboard top and front surfaced with colourful WARERITE Plastics. Manufactured by Kandya Limited.

WARERITE Laminated Plastics Regd.

WARERITE LIMITED (UNIT OF BAKELITE LTD) · WARE · HERTS · TELEPHONE WARE 502

W 137



M. Jaffe Ltd

Manufacturers of:

Bedroom and Dining room Suites
Gent's Fitted Robes · Bookcases · Bedsteads

39 ASH ROAD
STRATFORD LONDON E15

Tel: MARyland 2551

IMPORTED
and NATIVE
HARDWOODS

R. O. EDWARDS & CO. LTD.

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COMMODE CHAIRS AND STOOLS

Illustrated is new Model C4 Chair with porcelain pan.

For other models see LEAFLET and PRICE LIST.

Quick Delivery

Separate Catalogues of Invalid Chairs and Hospital Lockers and Examination Couches.

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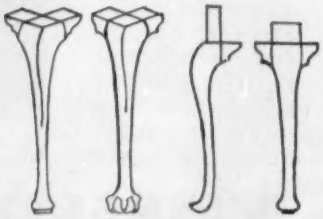
Specialists in High Quality Invalid Furniture for Over 100 Years

QUEEN ANNE LEGS

A SPECIALITY

ALL HAND FINISHED—FROM STOCK
OR MADE TO YOUR SPECIFICATION



N.B.—*THIS OLD ESTABLISHED BUSINESS IS PERSONALLY SUPERVISED BY* F. HOLTHAM, *SOLE PROPRIETOR.*

"FRED" is at your service

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NEW LINES for BIGGER TRADE
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FILLINGS
OF QUALITY
WASHED and PURIFIED FLOCKS of all descriptions for the BEDDING and UPHOLSTERY TRADES. Also FEATHERS and DOWNS, CURLED HAIR, FIBRES, KAPOK and WADDINGS in all qualities.
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Supreme for our speciality
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DORLUX -by Hykes.
SPRING INTERIOR MATTRESSES
DIVANS • PILLOWS • SOFT MATTRESSES
TALBOT WORKS
HALIFAX · Phone 3550

for wire mattresses

WITH ALL THE FEATURES YOU ARE LOOKING FOR!

THE HILTON ENGINEERING COMPANY LTD.

Charles Street, LEIGH, Lancs.

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GLASGOW: Baltic Street, Bridgeton. Telephone: Bridgeton 6167

LYXHAYR

permanently curled for life

LYXHAYR, long fibres curled like a million springs by the exclusive Mitcham process, not only gives a chair or mattress that lively resilience for extra comfort, but has far greater filling capacity for its weight, thus adding to quality, often at less cost! Hospitals and overseas customers also like LYXHAYR because it is hygienic and withstands sterilizing and tropical conditions, besides being odourless and non-allergic.

SUPPLIED AS A LOOSE FILLING OR INTERLACED PADDING

Please ask for samples and prices

Also processors of CURLED M M FIBRE MIXTURE, CURLIFIL, HAIR and FIBRE MIXTURES, TEASED COIR and CURLED HAIR

FACTORY: MITCHAM HAIR & FIBRE MILLS LTD., GROVE MILLS, MITCHAM
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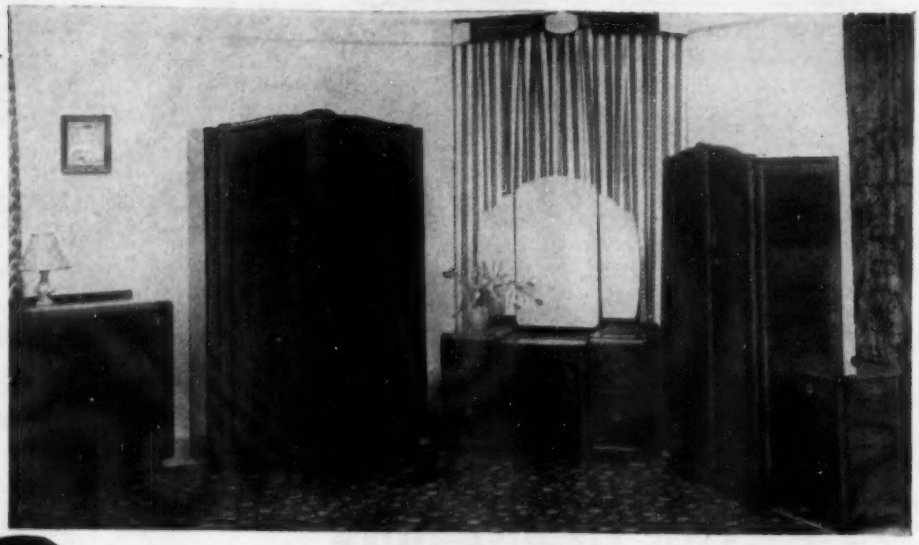


THE NEW "BOWOOD" SERIES IN VENEERED WALNUT

Barretts of Chippenham Ltd.

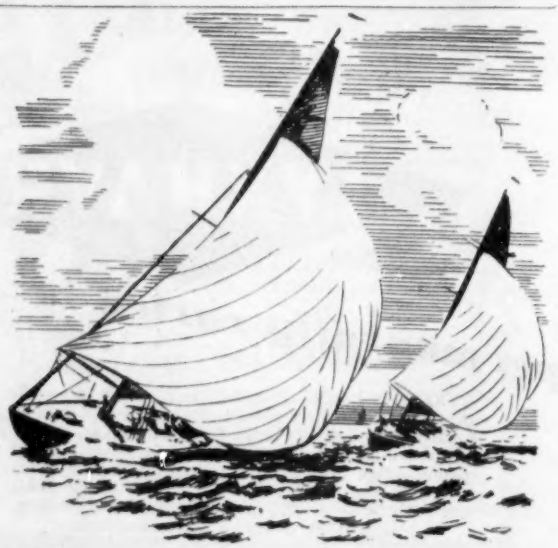
FURNITURE MANUFACTURERS
PALACE WORKS, STATION HILL
Phone: 2328

"Elkay"

With an irresistible "sails" appeal to everyone all the year through

DINING ROOM SETS

in modern shapes with waterfall veneered edges



Drop us a line for particulars and illustrations

ELKAY FURNITURE PRODUCTS LTD.

KEYMER WORKS, KEYMER STREET (OFF PHILIPS PARK ROAD), BESWICK, MANCHESTER, 11. TELEPHONE: ARDWICK 2347.

EXELOAK

announce

A STOCKROOM

at the *St. Enoch Hotel, Glasgow*

From 23rd - 27th August, 1954
(inclusive)

MR. J. BOBROFF AND MR. A. TAIT IN ATTENDANCE

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EXTRA DEEP TREAD
INTERNALLY BONDED
MOTH AND BEETLE PROOF
DAMP RESISTANT
EASY TO FIT
ECONOMICAL

Serial No. ★2139
BRITISH
GOOD HOUSEKEEPING INSTITUTE
GUARANTEES
REFUND OF MONEY OR REPLACEMENT IF NOT IN CONFORMITY WITH THE INSTITUTE'S STANDARDS

Super Quality carries the Guarantee Seal of the British Institute of Good Housekeeping.

'RAYMAR' . . . THE NEW DEEP TREAD RUBBER-BACKED CARPET OF REVOLUTIONARY CONSTRUCTION WITH WEARING PROPERTIES SECOND TO NONE.

AVAILABLE IN A NEW RANGE OF BRILLIANT COLOURS INCLUDING PASTEL SHADES.

SAMPLE BOOKS AND BROCHURES SUPPLIED ON REQUEST

PETMAR INDUSTRIES LTD.

BATLEY, YORKSHIRE

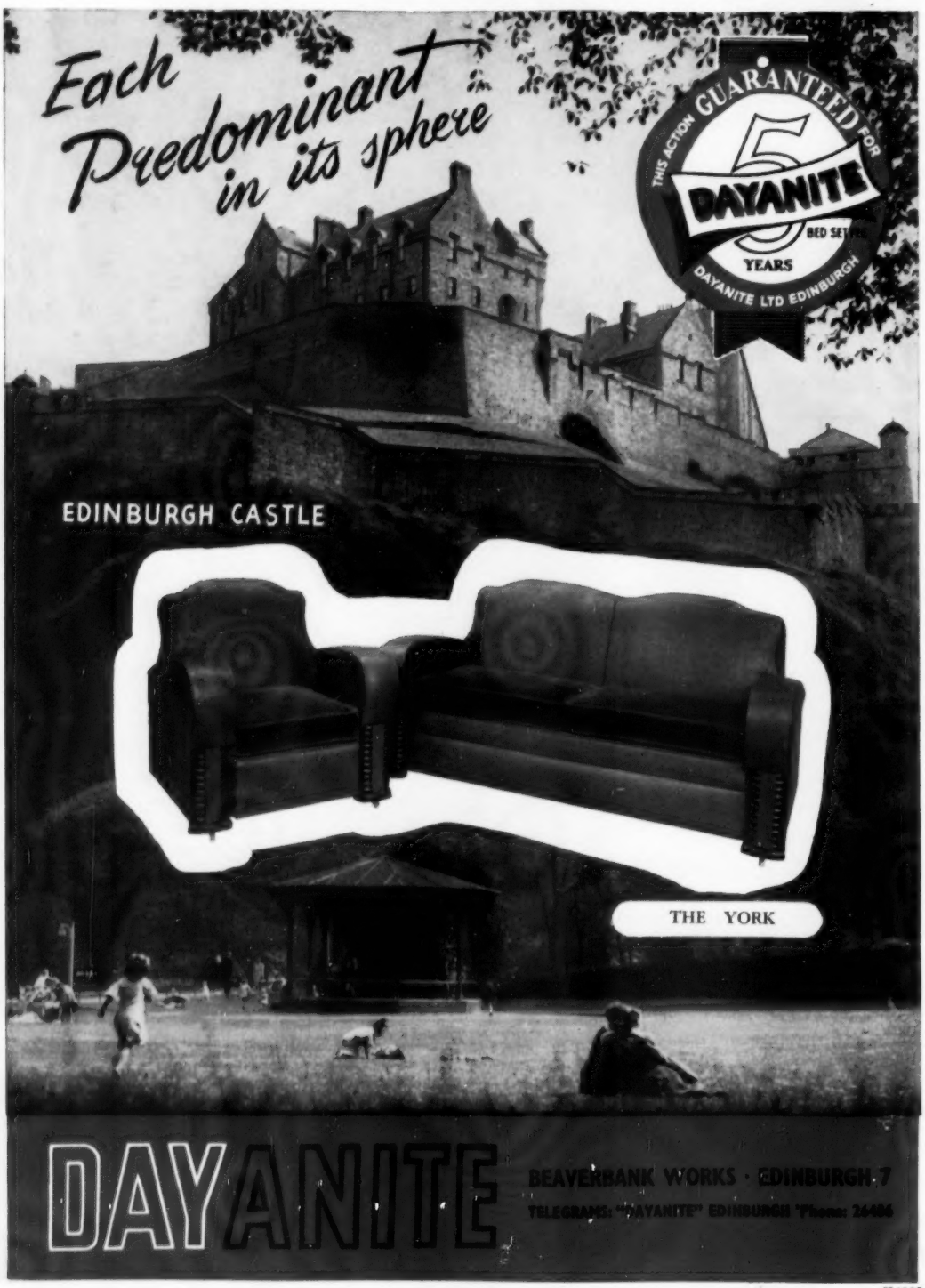
Telephone: Batley 1163 (6 lines)

SPECIAL ANNOUNCEMENT TO THE TRADE

We regret to advise our customers that we have been obliged to postpone our national advertising campaign planned to begin in September. We have had to take this step because of our inability to deal even with our present heavy delivery commitments, in spite of the fact that our production has reached its highest level ever.

We take this opportunity of asking our customers' indulgence for any delays in delivery and we should like also to assure them that all steps are being taken to improve the supply position as soon as possible. We shall be helped in this by the resources and experience of the well-known linoleum manufacturing Group with world-wide interests, Michael Nairn & Co., Ltd., of Kirkcaldy, with whom we have now become associated.

Petmar Industries Ltd., Greenhill Mills, Batley, Yorkshire


Each Predominant in its sphere
THIS ACTION GUARANTEED FOR
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YEARS
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THE YORK
DAYANITE
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TELEGRAMS: "DAYANITE" EDINBURGH 'Phone: 26486

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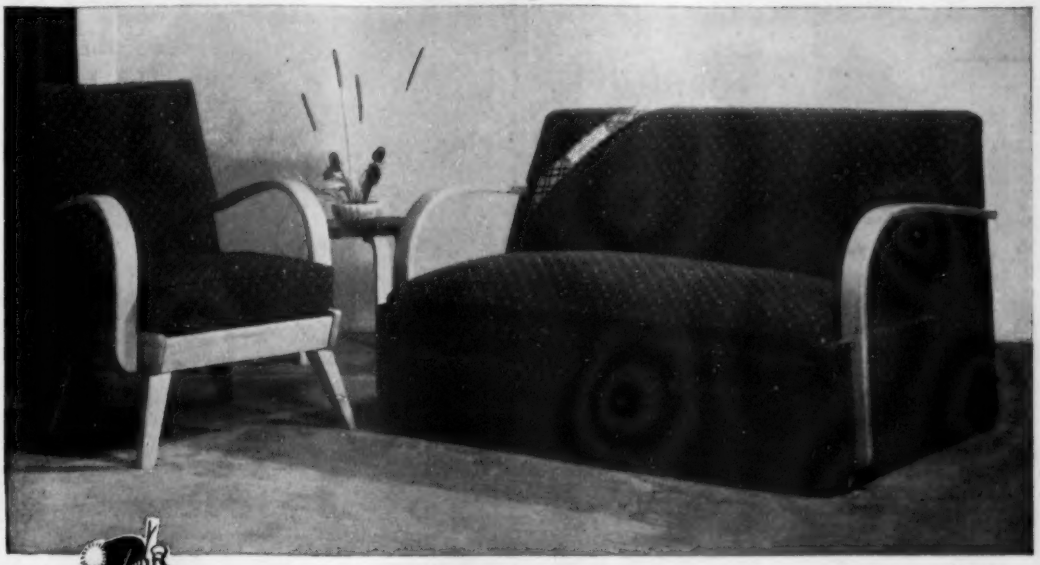


Piping in the new Essex Bed-Settee

Jock Marlowe proudly presents the latest and most handsome edition of the Marlowe bed-settee—the Essex suite, bearing the gay tartan band, the mark of Marlowe, sign of its long and distinguished pedigree. Designed on contemporary lines to harmonise with modern colour and furnishing schemes, the Essex would sell on looks alone. But its beauty is more than skin deep! The Essex is a wonderful quick-change artiste—thanks to the new and improved metal-action which guarantees finger-tip operation in conversion from settee to bed, and the addition of strategically-placed springs which make all Marlowe bed-settees almost self-opening.

Look for the Tartan Band

Made in Scotland
Distinctive
Marlowe
Upholstery

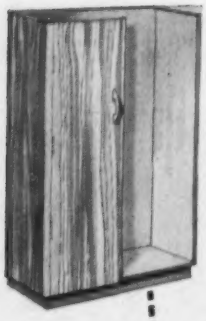
☆ Don't delay—send NOW for our latest literature giving full details of this and all other Marlowe products.

MARTIN & LOWE LTD.

HARRIET STREET, RUTHERGLEN, Nr. GLASGOW

Telephone: Rutherglen 2291 (3 lines) *Telegrams:* Lurlow, Rutherglen.

ndh 3158



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UNTIL YOU USE A

SMITH & RODGER FINISH

The Range includes:
Superwhite Transparent and other French Polishes.
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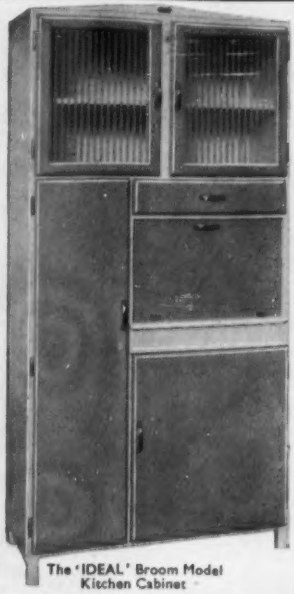
Superbright Piano Polish.

SMITH & RODGER LTD.
ELLIOT STREET
GLASGOW, C.3
Phone: CITy 6341/2 *Telegrams: "Smitrod" Glasgow, C.3*



The 'IDEAL' Broom Model Kitchen Cabinet

IT'S 'IDEAL' FOR THE MODERN HOME

More and more housewives are choosing 'IDEAL' Kitchen Cabinets. Are you sharing this profitable trade?

Full details about 'IDEAL' Kitchen Cabinets from

ARTHUR PRODUCTIONS
(CLYDEBANK) LTD.
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From

"BONNIE DUNDEE"

G. M. CAMERON LTD
Manufacturers of Dining Room, Bedroom and Upholstered Furniture
FAIRMUIR ROAD, DUNDEE

GOODNIGHT

The Bed-Settee of Quality

The McLean Bed-Settee Suite

The McLean Bed-Settee is another example from our ever increasing range. All 'GOODNIGHT' Bed-Settees combine elegant design with an action which is both 'SOUND AND GUARANTEED.' Bed-Settee suites, 3 Piece Suites, Fireside Chairs, Bed Cabinets, Tea Trolleys, and Bedding are our specialty. Write now for our Illustrated Catalogue.

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The "Claremont" Chair

Prices and catalogues on request to

CLYDESDALE CABINET WORKS LTD

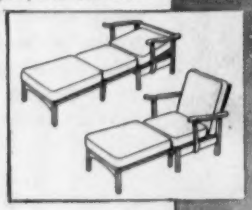
Manufacturers of Distinctive Furniture

100 ELLIOT STREET · GLASGOW, C.3

3 ways to relax...

No. 1311
THE "MORAY" BED CHAIR

A permanent Exhibition of our goods is displayed at our Showroom, 60 Glassford Street, Glasgow, C.1 and we cordially invite our customers who may be visiting the Scottish Industries Exhibition at Kelvin Hall to come along and see our range at Glassford Street.



Write for full details of covers and prices.

H. & A. G. ALEXANDER LIMITED

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Telephone: Rutherglen 555 (3 lines) *Telegrams:* "CHAIRS, RUTHERGLEN"

GLASGOW SHOWROOM—60 Glassford Street, Glasgow. *Telephone:* BELL 0477

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Introducing the new

'3D' GATE-LEG TABLE

3 Drawers this side, Cupboard with one shelf other side.

Double Gate at each side to support leaf. Made in Oak or Walnut.

** Send for full details to-day.*

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EM-EL RELIABLE SCOTCH MAKE

ARMCHAIRS
FIRESIDE CHAIRS
3-PIECE SUITES

Em-El Upholstery Co., Ltd.
260, Broad Street, Glasgow, C.1
Tel: Bridgeton 2361/2 'Grams: Utility, Glasgow

The GOOD HEART Upholstery

Telephone
DOUGLAS 4303

ST. JAMES

FURNITURE MANUFACTURING Co., Ltd
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firm... yet soft

NUPPAK, the new scientific woollen filling, is used by all leading Manufacturers of Bedding and Upholstery. It is firm, yet soft, and gives that extra resilience which is required of all good Upholstery.

MAY WE SEND YOU A SAMPLE?

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BS 1425

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FIRESIDE CHAIRS

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JAC - MEL PRODUCTS

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GLASGOW, S.E.

BED-SETTEES
EASY CHAIRS

There's room for the Dining Set with the Auto Table—

DESIGNED FOR THE SMALLER HOME

PATENTS PENDING

THE 'NESS' DINING ROOM SET
By the makers of the famous ARGYLE
Automatic Extending and Closing Tables
and Tea Trolleys

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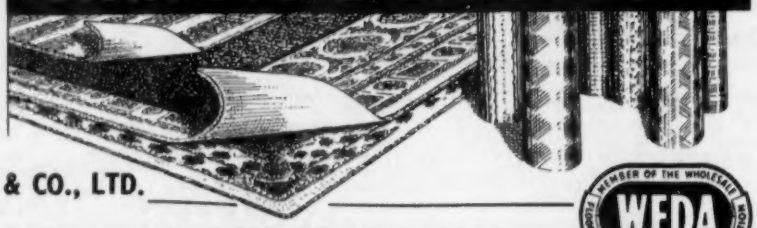
WHOLESALERS
AT YOUR
SERVICE

CARPETS & LINOLEUM



B. ROSE & CO., LTD.

Telephone: WESTERN 8414
WESTERN 8415
Telegraphic Address:
"Roscarpets, Glasgow"

12 PURDON STREET, PARTICK, GLASGOW, W.1

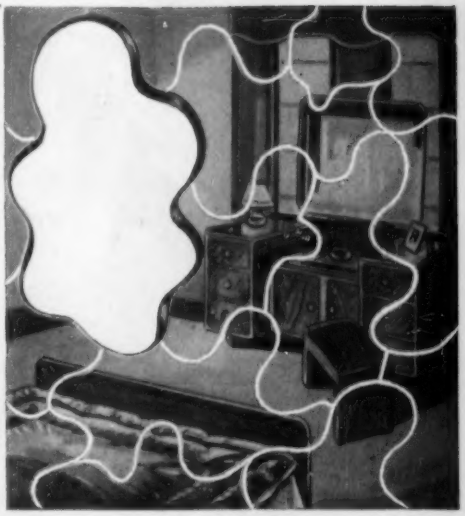
MEMBER OF THE WHOLESALE FURNISHINGS DISTRIBUTORS' ASSOCIATION
WFDA

Jack has it

that odd piece to complete the picture

Dealers appreciate our system of making furniture as *units*. Our range of 50 models provides suites, sets or just plain units.

That means we can match fresh items to those you already hold, or make up your *odd* articles into suites; we have developed our production on these lines to the extent of it being our speciality.



Jack Sakol

LIMITED

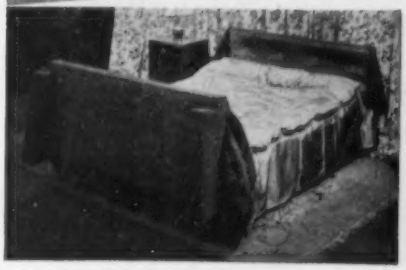
190-200 FIELDEN ST., GLASGOW, S.E. *Telephone:* BRIDGETON 2358-2359

Quality tells and Quality sells . .

'COUCHETTE' *Major*

SPRING INTERIOR BED-SETTEE

The "COUCHETTE" Major Bed-Settee has a patent balanced action and converts effortlessly from luxurious Latex foam settee to double size Spring Interior bed in a few seconds. The bed can be made up before closing, ready for immediate future use. The unique features of the "COUCHETTE" Major combine beauty in appearance with the most practical design yet produced.



THE 'MELROSE' DIVAN SET

This Divan set from the range of Brulo Spring Interior Divans is built from the finest materials to British Standards Specification. Features include rounded corners and concealed castors. Headboards in a variety of wood finishes with divan and Spring Interior Mattress in many attractive coverings.

By the makers of

BRULO REGD

SPRING INTERIOR MATTRESSES & DIVANS

BRUCE BROS. (BEDDING) LTD., WHEAT STREET, LEICESTER. TEL.: GRANBY 354/5

Unusual, appealing chair back display printed in yellow, maroon and grey. Also available spot gummed for use as window bill.

Radio Times advertisement to appear continuously throughout the year. People sending for leaflet will be given name of their nearest Serenity stockist —this could mean YOU.

Attractive, colourful leaflets, describing Serenity chairs in full detail.

Link up with this NATIONAL ADVERTISING CAMPAIGN...

Serenity Chairs are being nationally advertised in the Radio Times. Millions of people are seeing these advertisements and thousands of them—in your area—are potential customers for the only chair with the unique, built-in foot stool. Link your house with this campaign and capture your share of the handsome profit that will result.

Display material and advertising blocks, shown here, are yours free for the asking. Don't miss our representative when he calls—he means business—big business!

Advertisement blocks, with space for your name and address, for your own local advertising. (Size 3" deep x 3½" wide).

Serenity
CHAIRS

GEORGE HENSHER LIMITED, ZENITH WORKS, WALLIS ROAD, LONDON, E.9

Vol XXXVII. No. 708 AUGUST 20, 1954

Furnishing World

Subscription 40s. a year post free (45s. overseas)

180 Fleet Street, London, E.C.4
Tel: CHAncery 8844 (15 lines)

As Qualification For Its Staff—

Ministry Accepts National Furnishing Diploma

Entrants Now Mostly Seniors

On left is Mr. Maurice W. Catesby, Chairman of the Board of Assessors for the National Furnishing Diploma.

STORES of every size, Co-operative societies and Government departments are all represented in the examination results for the National Furnishing Diploma, published this week.

One hundred and five candidates from all parts of the country sat for the examinations, held in June. Of this total, 74 students took Part "A" (covering furniture, upholstery, beds and bedding, furnishing fabrics, soft furnishings and floorcoverings), and 34 students took Part "B" (covering furniture, interior decoration, colour and design, display and salesmanship).

Diplomas have been awarded to 27 candidates, who have now passed both parts of the trade course, and a high percentage of successes is registered among those whose training is not yet completed. Fifty-six of the 71 candidates who sat for Part "A" have been successful, and 26 out of the 34 candidates for Part "B" have passed the test. One candidate in each Part passed the examination with distinction—Miss E. W. Price (Heal & Son, Ltd.) in Parts "A" and "B," and Mr. N. Lorriman (Parker Knoll Textiles, Ltd.) in Part "A."

The rules of the examination allow a candidate who failed in one subject to take this subject again the following year, and 24 students will be able to take advantage of this clause in 1955. Several of those who have passed the 1954 examinations successfully are candidates who were referred back in one subject in the 1953 examination.

This year's examination lists include eight candidates from departments of the Ministry of Works, at Westminster, Birmingham, Bristol and Edinburgh, and the Diploma examination has now been recognised by the Ministry as the qualification needed by its staff.

(*continued column 3*)

(*continued from column 2*)

Candidates from the Royal Air Force and the Metropolitan Police are also among the successful candidates.

Senior staff are in the majority among candidates, the average age being 31 years, and the average length of experience in the trade being 11 years.

An outstanding feature is the success of the Pitman correspondence course—every candidate who studied by this method has passed.

Contrary to previous experience, the answers to the questions set for Part "B" were of a higher standard than those to Part "A." This showed that while candidates had a good understanding of the application of general principles of furnishing, decoration and salesmanship, the standard of technical knowledge relating to materials and construction of furniture, upholstery and bedding left room for improvement.

The papers on furnishing fabrics and soft furnishings were, as before, two of the weakest subjects, although the 1954 answers showed a distinct improvement on past years.

The answers to the floorcoverings paper were disappointing, the general standard having fallen off compared

(*continued over page*)

G.U.S. Buy Bournemouth Store

Beale's To Continue In New Building

IT is reported that British and Colonial Furniture Company, a member of the Great Universal Stores group, has bought the departmental store at Nos. 163-167 Old Christchurch Road, Bournemouth, owned by J. E. Beale.

This block of property is one of the largest departmental buildings in the town, with a main road frontage of about 120 feet.

The price has not been disclosed, but it is understood to have been a very substantial one. The joint agents were Fox & Sons and William Houghton & Sons.

It is understood that J. E. Beale will continue to operate from a new store now being built in Bournemouth.

Gayonnes Ltd
22 GRAFTON ST. MAYFAIR W.1.
FURNISHING FABRICS

National Furnishing Diploma: Satisfactory Results

NATIONAL Furnishing Diplomas have been awarded to the following candidates:—

Baker, T. R., Mallett of Westbourne, Bournemouth; Barron, G. J., Plummer Roddis, Ltd., Brighton; Bennet, P., Hopewells, Ltd., Nottingham; Beresford, F. W., Chiesmans, Ltd., Lewisham; Binstead, E. A., Bentalls, Worthing; Bowman, A. C., Dickeson & French, Ltd., Eastbourne; Brooks, D. W., Heal & Son, Ltd., Tottenham Court Road; Brown, J. V., Oldwoods, Ltd., Christchurch; Cheney, R. G., Hopewells, Ltd., Nottingham; Davies, A., Harrods, Ltd., Knightsbridge; Gascoigne, S., Griffin & Spalding, Ltd., Nottingham; Gough, Miss D. M., Liberty & Co., Ltd.; Gregory, D., Stapleford & Sandiacre Co-op., Ltd., Stapleford, Notts; Jenkins, M. V., H. D. Tribe & Co., Worthing; Masters, S., F. Carlin, Hove; Muir, B. S., Bealesons, Bournemouth; Pargeter, K. R., J. H. Stringer, Ltd., Stourbridge; Parker, J. D., Robert Frost, Ltd., Edinburgh; Price, Miss E. W. (Distinction), Heal & Son, Ltd., Tottenham Court Road; Rendel, Miss R., Ministry of Works, Westminster; Sharp-Reaville, J., Lessop & Son, Nottingham; Shaw, J. G., James H. Wilson, Ltd., Crouch End; Smart, J. C., Heal & Son, Ltd., Tottenham Court Road; Taylor, R. F., A. Abbott & Co., Lozells, Birmingham; Watson, W. F., Metropolitan Police, Architect & Surveyors Dept.; Wheeler, D., Johnson Bros., Brighton; Wilkins, C. W., Jordan & Cook, Ltd., Worthing.

The following candidates passed Part "A" of the Course:—

Samuels, T. E., Charles Hulse, Newcastle, Staffs; Scott, R. F. H., Derry & Toms, Ltd., Kensington; Hanlon, T. J., Peter Jones, Ltd., Sloane Square; Sandy, R. C., V. & J. Burton, Ltd., Kensington Gore; Gurr, C. M. G., Munro Cobb, Ltd., Margate; Creasy, D. W., Ministry of Works, Birmingham; Reilly, M., Ministry of Works, Birmingham; Page, I. L., Ministry of Works, Bristol; Barclay, T. P. S., Musgroves (Kendal), Ltd.; Hastewell, R., Musgroves (Kendal), Ltd.; Sandys, M. F., Hampshire Furn. Co., Southampton; Coupe, R., The White House, Derby; Ditcher, S. R., John Lewis Clearings, S.W.3; Spicer, J. C., Ministry of Works, Westminster; Sirl, J. W., Maple & Co., Ltd., Tottenham Court Road; Marks, S. J., Heal & Son, Ltd., Tottenham Court Road; McLeod, R. A. C., Story & Co., Ltd., Kensington; Allen, R., Hastings, Ltd., Harlesden; Doe, F. C., Hastings, Ltd., Harlesden; Lucas, T. P., Samuel Hill (Wordsley), Ltd., Dudley, Worcs; Betton, F. W., Royal Air Force; Wadley, P. R. A., Baileys (Bristol), Ltd.; Bull, G. A., J. F. Taylor & Son, Ltd., Bristol; Brown, G. E., Derby; Brown, H. G., Ministry of Works, Birmingham; Whitehead, J. W., Times Furnishing Co., Ltd., Lewisham; Young, J., Ministry of Works, Edinburgh; Small, L. R., John Lewis & Co., Ltd., W.1; Faulder, A. W., Harrods, Ltd., Knightsbridge; Miller, A. J., J. J. Allen, Ltd., Bournemouth; Bentley, P. S., Maple & Co., Ltd., Tottenham Court Road; Bolton, J. M., Barlow Taylor & Co., Ltd., Derby; Davies, R. H., R. C. Davies & Son, Ltd., Liverpool; Lorriman, N. (Distinction), Parker Knoll Textiles, Ltd., High Wycombe.

The following candidates have passed in some subjects in Part "A," but must take one or more subjects to complete the Part:—

Townsend, D. C., Elliston & Cavell, Ltd., Oxford; Bestwick, J. C., T. Greaves & Co., Ltd., Belper, Derbys; McMullen, C. L., Conroys (Jarrow), Ltd., Jarrow-on-Tyne; Watson, A., Allen & Co. (South Shields), Ltd.; Brown, S. A., G. M. Brown, Ltd., Gateshead; Reed, H. E., Britons Furnishers, Ltd., Bristol; Roper, J. T., Jones & Co., Bristol; Hunt, K. D., Jones & Co., Bristol; Anson, S. W., Parkstone & Dist. Co-op. Soc., Ltd., Poole; Hooper, E. W. R., Parkstone & Dist. Co-op. Soc., Ltd., Poole; Cotterill, R. A., Parkstone & Dist. Co-op. Soc., Ltd., Poole; Moreton, D. E., Derby Co-op. Provident Soc., Ltd.; Cheetham, M. W., Midland Drapery Co., Ltd., Derby; Roe, K. A., Bainbridge & Co., Ltd., Newcastle-upon-Tyne; Mason, H., Bainbridge & Co., Ltd., Newcastle-upon-Tyne; Mills, C., Simmons & Co., Newcastle-upon-Tyne; Naden, K. A., Hunters, Ltd., Derby; Hancock, E., Ministry of Works, Westminster; Corrall, E. J., Bourne & Hollingsworth, Ltd., W.1; Yard, R. F. M., C. G. Lincoln, Ltd., Bristol; Webb, M. V., Ebbutts, Ltd., Croydon.

The following student passed Part "B" only:—

Gocher, G. L., John Bowles & Co., Ltd., Brighton.

These three candidates passed Parts "A" and "B," but were referred back in one subject:—

Horsler, C., Johnson Bros., Brighton; Jauncey, B., Peter Jones, Ltd., Sloane Square; Wootten, B., Hendersons, Caterham, Surrey.

S. Wales Council For N.A.R.F.

A SPECIAL meeting of members of N.A.R.F. and other furnishing retailers in South Wales will be held in the Park Hotel, Cardiff, on Thursday, September 2, at 2.15 p.m., to consider the formation of a South Wales Area Council of N.A.R.F.

Members and non-members are invited to attend this meeting to discuss matters of vital importance to the trade; to improve the N.A.R.F. organisation in South Wales; and to increase the association's numerical strength.

. . . And September Meeting Will Be At Colchester

THE next quarterly council meeting of the National Association of Retail Furnishers will be held at the Cups Hotel, Colchester, at 2.15 p.m., on September 28. The proceedings will be opened by the Mayor of Colchester, who has also arranged an informal sherry party for all N.A.R.F. members attending the meeting.

Classes for the National Furnishing Diploma start again next month. Apply to your local education authority to find out if there is a class in your area.

Board Criticises N.F.D. Entries

(from previous page)

with previous years. Few candidates showed a real understanding of the problems of carpet planning, measuring and estimating.

Another "black mark" was recorded for the poor standard of grammar, spelling and punctuation, and the use of figures and calculations, on the part of a large number of candidates.

All candidates have been informed of their results, and a special letter has been sent to those who failed the examination, pointing out the subjects in which they were weakest, and encouraging them to try again next year, and to re-register for the classes which start again in September, at some twelve centres.

Chairman of the board of assessors for the National Furnishing Diploma was Mr. Maurice Catesby, M.C. (Catesbys, Ltd.), and the members of the board were Mr. T. H. Bickel (J. J. Allen, Bournemouth), Mr. J. Bowles (John Bowles & Co., Ltd., Brighton), Mr. L. W. Ruse (Dunns, Ltd., Bromley), Mr. L. E. Whiting (John Perring, Ltd.), and Miss Jean Stewart (retail officer, Council of Industrial Design).

How N.Z. Import Freedom Will Affect Carpet Trade

Procedures To Be Adopted

THERE will be no control on the importation of carpets into New Zealand (the industry's second largest customer) by either import licensing or control of exchange after this year, according to information which has reached leading carpet manufacturers from their agents in New Zealand.

The abolition, from December 31, of Exchange Control on overseas remittances, which has been in force during the last two years, was announced by the Prime Minister of New Zealand in the course of presenting the Dominion's 1954 Budget, and details have now been given of the procedure to be followed.

Details of certain administrative arrangements that will follow the New Zealand Government's decision to end the import allocation system as from the end of this year have been released by the Reserve Bank.

For the remainder of 1954 the following relaxations will be effective:—

(1) Additional allocations already granted may be used to pay for any items mentioned in the application, instead of only those items specifically detailed in the Reserve Bank's approval. Allocations made from now on until the import allocation system is terminated at the end of the year will not be linked to tariff items.

(2) Additional allocations already made may be used at any time during the rest of 1954 irrespective of the quarter of 1954 to which they were originally tied.

(3) Since January 1, 1953, it has been necessary for all inward freight paid in New Zealand to be supported by an exchange transfer certificate. This requirement will now apply only to inward freight on imports from countries in the dollar area.

Importers Warned

Importers are warned that, apart from these three relaxations, the import allocation system remains fully operative until the end of 1954, and this fact must be taken into account when ordering imports for delivery before the end of 1954.

From the end of 1954, remittances may be made in payments for imports landed in New Zealand on and after January 1, 1955, without reference to the Reserve Bank. The procedure will be for importers to make the necessary arrangements with their own bankers.

Particular attention is drawn to the question of money relating to pre-control imports which may now require to be remitted.

There will be a number of cases where importers will wish to remit after the end of 1954 in payment for goods landed during 1954 or even earlier. In these cases, for administrative reasons, it will be necessary for importers to make application through their banks.

It is emphasised that, not withstanding the termination of the import allocation system as from the end of this year, import licences issued by the Customs Department will still be required before goods subject to an import licence can be landed.

New Zealand's capacity to pay for imports is limited to the value of its exports and invisible earnings, less the amount of overseas currency required for debt services both private and Government, overseas travel and personal remittances. Therefore, it will be necessary for importers to consult their bankers to ensure that both the overseas exchange and any overdraft accommodation needed will be available to them when required.

Wycombe Grand Old Lady Dies At 101

THE Grand Old Lady of the High Wycombe furniture industry, Mrs. Isabella Gomme, has died at her home at "The Crest," Totteridge, High Wycombe, at the age of 101.

One of Buckinghamshire's oldest inhabitants, Mrs. Gomme had been a well-known figure in the Wycombe furniture trade for many years for her life-long association with the firm of E. Gomme, Ltd.

Mrs. Gomme was the widow of Mr. Ebenezer Gomme, founder of the firm, and played a prominent part in the early development of the company, helping her husband for many years on the office and administrative side of the business.

She had continued to take a close interest in the progress of the firm in later years and was regarded with great affection and respect by all the employees at the two factories at Leigh Street and Spring Gardens, High Wycombe.

Her son, Mr. E. C. Gomme, is the present head of the firm.

The funeral took place at Priory Road Methodist Church, High Wycombe, on Monday, when many representatives of High Wycombe furniture firms paid their last tributes to a great lady.

Wolberg Business To Continue

THE firm of L. Wolberg, Ltd., has been liquidated and Mr. Walter Wolberg is now sole proprietor and controller of the business.

Until October the firm will be trading under the name of "W. Wolberg, Successor to L. Wolberg, Ltd."

The new title of the firm will be submitted to the Courts.

The firm will continue to manufacture the same type of oak dining room furniture as they have done since 1892.

The sales organisation remains intact and Mr. J. V. Hall has returned to the company. Mr. Charles Lewis Wolberg (son of W. Wolberg) will be elected to the board of directors when the registration of the new company is officially approved.

All communications with the firm should be addressed to their factory address at 65-69 East Road, City Road, N.1.

Will Appoints Son Head Of Firm

THE late Mr. Phillip Pollecoff, who died in April, in his will appointed his son Israel to be governing director of his company. Leaving £48,146, he directed that his shares in Pollecoffs, furnishers, Holyhead and Bangor, were to be divided equally between his sons Israel and Nathan. Bequests were also left to employees who had been with the firm for five years or more.

James Woodhouse & Sons will open their new store at 2 Market Gate, Warrington, on August 20.

Furnishing Firm's Big New Pension Schemes

"Making Employees Part Of Firm"

IN the annual report of Phillips Furnishing Stores the chairman of the company, Sir Ronald Matthews, J.P., said: "The Board are carefully considering the widening of the company's Contributory Pension Scheme (which to date has embraced senior executives and managers only) so as to include all male employees." In July of this year the company put this scheme into practice and all male employees over 21 years of age employed by the company for more than one year were included in this Contributory Pension plan.

In conjunction with the pension scheme there is a Life Assurance Scheme fully paid by the company which provides for payment to his dependents of a sum approximate to an employee's annual wages in the event of his death before pensionable age.

Also in course of preparation is a Dowry Scheme for the female members of the staff, which it is hoped will come into operation in the very near future.

An executive of the company told a reporter that the company were constantly on the look-out for schemes and ideas to benefit the employees and assist towards a better and more sympathetic understanding between management and staff.

Schemes such as the one mentioned have a two-fold value:—

(a) The employee has the satisfaction of knowing that he is part of the company and much in the mind of the board, and

(b) Employees are more inclined to set their roots in a firm which introduces a scheme offering employees a greater sense of security.

Such schemes benefit all parties individually but more important is that they add greatly to the life of the company and serve to bring enjoyment to employment.

N.E. Furnishers' Modernisation Plans

MANY furnishers in the North-East are carrying out modernisation schemes at their stores, and one of the biggest, upon which work started recently, is to the Sunderland store of Hardy & Co. (Furnishers), Ltd.

The whole of the rear of the premises is being pulled down at ground floor level in order that a new shop front can be substituted. This will mean that there will be two entrances to the store, in Fawcett Street, Sunderland's main thoroughfare, and in Station Street.

There is already evidence that Station Street is developing into a new shopping centre and Hardy's store is directly opposite a new right-of-way which will cut through the foyer of the north-end entrance of Sunderland Central Station.

A large-scale reconstruction scheme is also in progress at the High Street West, Sunderland, furnishing store of Jacob Clark, Ltd. The size of this store will be doubled by the inclusion of adjoining premises in which a new shop front is now being fitted and structural alterations carried out in the interior.

New modernised shop fronts have been fitted in the Bond Gate, Darlington, and Newgate Street, Bishop Auckland, branches of the Northern Furnishing Co., Ltd., which has a large chain of stores in the North-East.

An imposing new shop front is being fitted to the Fawcett Street, Sunderland, store of Jas. Woodhouse & Sons. It sweeps back from the pavement, incorporates glass doors and has a dark green marble fascia.

Furnished Big New Restaurant

J. Colyer (Furnishers), Ltd., 64 Alderson Drive, Doncaster, were responsible for the carpets, curtains and pelmets, interior woodwork and tables and chairs in Cooplands' new restaurant at 33-34 Hall Gate, Doncaster.

Felt Firms Merge

The offer made by Mitchells Ashworth Stansfield & Co., Ltd., to buy the whole of the share capital of Rowland Rawlinson, Ltd., has been accepted, it is announced, but formal contracts have not yet been signed as we go to press.

James (Buck) Rogers, who covers S.E. England for Rest Assured Upholstery and Bedding Companies, has passed the final exams. of the Incorporated Sales Managers' Association.

Co-op. Furnishing Sales Results

The **Enfield Highway Co-op's** 317th report for the quarter ended June 2, announces that trade in the furnishing department amounted to £53,812, compared with £51,880 in the corresponding period of a year ago.

Furnishing sales of £27,401 are shown in the report and cash account of the **Colchester and East Essex Co-op.** for the interim quarter ended June 1. This is an increase of £2,500 over a year ago. The report adds that the premises formerly known as "The Vine," Long Wyre Street, Colchester, have been opened as an annex to the furnishing department.

The **Isle of Wight Co-op's** half yearly report says that furnishing sales were £8,325, compared with £8,442 in the corresponding period of last year.

Furnishing department trade of £23,588 is reported by the **Gillingham Co-op.** for the half year ended on April 10. This was an increase of £2,647 on a year ago.

Furnishing sales of £18,751 are announced in the half-yearly report and balance sheet of the **Sittingbourne Co-op.** for the period ended April 3, compared with £17,842 in the corresponding period of a year ago.

The **Beccles Co-op's** report and balance sheet for the half year ended April 24 says that trade in the furnishing department amounted to £8,871, this being a decrease of £730 on a year ago.

The **Luton Co-op's** interim report for the quarter ended June 8, shows that trade done in the furnishing department amounted to £59,917. This is an increase of £8,281 over the corresponding period of a year ago.

Furnishing sales of £28,322 are shown in the quarterly report of the **Ipswich Co-op.** for the 13 weeks ended June 5, compared with £24,033 in the same period of last year.

Buyers To See Our Fabrics At Three Trade Fairs

THE Council of Industrial Design is organising selective displays of British goods at the International Fair at Izmir, the International Trade Fair at Zagreb, and the 19th International Trade Fair at Salonika, in September.

The object is to show foreign buyers and the public that the standards of quality for which Great Britain is famous are being maintained in her well-designed modern goods.

These are the firms whose furnishing fabrics will be shown at the different Fairs :—

Izmir

British Replin, Ltd.; Liberty & Co. (Wholesale), Ltd.; Turnbull & Stockdale, Ltd.; Warner & Sons, Ltd.; Fothergill & Harvey (Sales), Ltd.; Horrockses Crewdson (Sales), Ltd.; John Holdsworth & Co., Ltd.; Donald Brothers, Ltd.; Old Bleach Furnishing, Ltd.

Zagreb

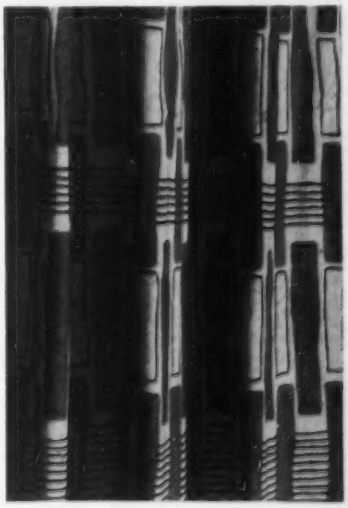
Gayonnes, Ltd.; Liberty & Co. (Wholesale), Ltd.; Fothergill & Harvey, Ltd.; Grafton Furnishings; Richard Haworth & Co. (Manufacturing), Ltd.; David Whitehead, Ltd.; John Holdsworth & Co., Ltd.; Donald Brothers, Ltd.; Old Bleach Furnishings, Ltd.

Salonika

Gayonnes, Ltd.; Liberty & Co. (Wholesale), Ltd.; Fothergill & Harvey, Ltd.; Grafton Furnishings; Richard Haworth & Co. (Manufacturing), Ltd.; David Whitehead, Ltd.; John Holdsworth & Co., Ltd.; Old Bleach Furnishings, Ltd.; Donald Brothers, Ltd.

British Fabrics In Canada

These are two of the fabrics that will be shown at the Canadian National Exhibition in Toronto. As reported last week, some 500 British products will be seen by Canadian buyers. The top picture is a rayon furnishing fabric produced by David Whitehead, Ltd. It is on a grey ground with black design and red, lime green and tangerine blocks. The other picture shows a cotton furnishing fabric by F. W. Grafton & Co., Ltd.



5,000-Strong Discount Club Stopped

FOLLOWING strong criticism, the Manchester Discount Club, which claimed to have organised 5,000 local authority employees to get special rebates from traders, will not commence active operations from September 1—as planned.

The instigator of the Club, a Manchester Corporation employee, announced last Friday that after discussing criticisms which had been expressed with other organisers it had been decided not to continue with the Club.

An official of the Manchester Municipal Officers Guild, and the Manchester Branch of the National Association of Local Government Officers, stated: "We do not approve of these discount clubs either locally or nationally."

Such clubs are disliked by furnishers.

Ministry of Consumers' Welfare Mooted

CO-OPERATIVE M.P.s in the House of Commons are to press for the establishment of a Ministry of Consumers' Welfare, under a senior Cabinet Minister, to take over all the powers and duties of consumer protection from the Board of Trade and other Ministries.

The Ministry would be responsible for the Monopolies and Restrictive Prices Commission, Merchandise Marks regulations, British Standards Institution, national mark schemes, price control, import duties, price fixing arrangements and other matters.

The Ministry would promote information services for most classes of merchandise, and consumers' complaints would be dealt with through local offices.

The Minister would enforce all the measures for consumer protection and would prosecute all offenders.

Three New Branches For J. Boardman: Now 28

THE firm of J. Boardman's, house furnishers, with headquarters at Leigh, Lancs, and 25 branches in 16 different Lancashire and Yorkshire towns, are planning further expansion of their activities.

A new branch is to be opened at Oldham under the name of Axfords. Boardman's already have two shops at Oldham, one of which is run under the name of the Ribble Cabinet Co.

An empty shop is also being taken over at Darwen and converted into an up-to-date furniture store.

Negotiations are going on for the purchase of a shop at Morecambe where Boardman's are already well-established.

The last of the fourteen shops built on the Dogsthorpe-Newark estate has been let to Fairways, Ltd., as a furniture shop.

Expenses A *Firm* Can Claim For Income Tax

By E. V. Smith

IT is of the utmost importance that all expenses laid out wholly and exclusively for the purposes of a business are included in the financial accounts, for these financial accounts will form the basis of assessment for an income tax year.

This income tax year is normally the income tax year beginning immediately after the end of the financial year.

For example, if the financial year is to September 30 and a set of financial accounts are prepared to September, 1953, these will form the basis of assessment for the income tax year 1954-55, that is the income tax year which begins on April 6, 1954, and ends on April 5, 1955.

Thus for the normal established business the set of yearly accounts prepared for the year ending before April 6, 1954, are the basis of assessment for the income tax year 1954-55.

Special rules of assessment apply for the first three income tax years of a new business and the last two income tax years of a discontinued business.

When the inspector of taxes receives the financial accounts he checks them carefully and computes the income tax profits by adding to the profits as shown any items of expense he considers disallowable for income tax purposes.

The following expenses should, however, be allowed in the accounts of the normal furniture manufacturing concern:—

Purchases: The cost of all materials, etc., purchased after allowance has been made for stock-in-trade at the beginning and end of the financial year. The stock-in-trade should be valued on the basis of cost or market value, whichever is the lower, and the basis should be the same at the beginning and end of the year.

Wages: All wages paid, including overtime, bonuses, holiday pay, etc., are allowable, including State Insurance paid by the employer.

Salaries: Similarly, all salaries paid plus State Insurance are allowed, but in connection with wages and salaries the following should be noted:—

(a) Directors' salaries are allowed in the case of a limited company, including any bonuses, fees, etc., as the directors are assessed thereon under P.A.Y.E.

(b) The wage, salary or drawings of a sole trader or a partner in a partnership are not allowable as they are not assessed under P.A.Y.E. in respect thereof. Such wages, etc., are added back to increase the profits upon which the sole trader or partnership is assessed.

(c) Wages or salary to the wife of a sole trader or partner will be allowed if she does work for which the remuneration is reasonable and providing she has P.A.Y.E. cards, and the payments are recorded in the books. This will apply to payments to any other member of the trader's family.

(d) In all cases State Insurance is an allowable expense.

Rent: Rent paid in respect of business premises, etc., is allowable. If, however, the premises are owned, then income tax under Schedule A will have been paid and no rent. In these circumstances it is possible to charge the net annual value of the premises in lieu of the rent.

In most cases the occupier of premises pays the Schedule A (Landlords Property Tax) and then recovers this by deduction from the rent paid to the landlord.

The amount deducted from the landlord cannot exceed income tax at the standard rate on the amount of the rent; therefore, if the whole of the Schedule A tax paid cannot be recovered, then the tenant can charge instead of the rent the net annual value.

It must be noted that if there is any private occupation, such as a sole owner living over the premises, then part of the rent will be disallowed, but, conversely, if part of a private house is used for the purposes of the business then a charge should be made for this. Any sub rents received must be allowed for and deducted from the rent paid.

Rates: Both General and Water Rates will be allowed subject to any private use, the disallowance being the same proportion of the rent disallowed.

Power, Lighting and Heating: These expenses will be allowed, subject to adjustment being made for any private use.

Stationery, Postage, Advertising: These expenses will be allowed.

Bank Charges: This expense will also be allowed.

Interest: Interest on short-term loans and to the bank will be allowed as an expense. Interest on other loans should be paid subject to the deduction of income tax at the standard rate in force. Such interest is not allowed as an expense by the disallowance of the charge and the Inland Revenue collect the income tax deducted. Hire purchase interest is allowed.

Legal Charges: In connection with the collection of debts are allowed, and also for the renewal of leases, etc. Other legal expenses in connection with capital items will be disallowed, however.

Repairs and Renewals: These will be allowed if normal and there is no element of improvement and it is not on the acquisition of the asset.

Discounts: Discount allowed to customers is an allowable deduction, but discount received must be credited to the profit and loss account.

Telephone Rentals and Calls: This expense will be allowed. In the case of a sole trader or partner using his private telephone for business calls then part should be charged to the business.

Travelling Expenses: All proper travelling expenses are allowable, but this does not include the cost of travelling from home to the place of business.

Entertaining Expenses: This item of expense is usually queried, but if the entertaining is necessary entertaining of customers or suppliers it cannot be queried.

Motor Car Expenses: If the motor car is used in the course of the firm's business the expenses, such as repairs, petrol, oil, insurance, etc., will be allowed. In the event of private use, if all expenses have been charged, part will be disallowed.

Insurance: All insurances, except life assurance, will be allowed. Any recoveries under the policies must be brought into account.

Subscriptions and Donations: Payments to trade associations, etc., will be allowed, but charitable payments will only be allowed if reasonable and for the benefit of employees.

Bad Debts: Normally bad and doubtful trading debts will be allowed. No general reserve will be accepted and allowance will normally not be given for bad debts which are not directly connected with the trading.

Accountancy Charges are allowed, and this will include normal fees for agreeing the taxation liabilities.

Canteen Expenses: All staff welfare expenses of a revenue nature are allowed. Any capital expenditure must, of course, be capitalised, and wear and tear or replacement costs claimed.

Deaths In The Trade

Mr. D. Crummy

The death is announced of Mr. David Crummy at the age of 69. He was secretary of the Halifax branch of the Carpets Section of the Joint Industrial Council for eight years, and was well known in the Yorkshire carpet industry.

* * *

Mr. A. E. Pemberton

The death has occurred of Mr. Arthur Edwin Pemberton, founder of Pembertons (Leyton), Ltd. Mr. Pemberton, who started a house-furnishing business fifty years ago, was 73. He retired in 1943.

Furnishers' Wills

The late Mr. Richard James Falconer, 18 Westhall Gardens, Edinburgh, partner in the firm of Falconer's, furnishers, West Port, Edinburgh, left net estate of £14,553.

* * *

£43,393 gross, £43,254 net (duty paid £12,289) was left by Mr. A. W. Robinson, of Robinson & Son, auctioneers, valuers and furnishers, of Causeway Head, Penzance, Cornwall.

* * *

The late Mr. William Kilpatrick, furnisher and upholsterer, 18 Merchiston Park, Edinburgh, left net estate of £30,402.

Fell To Death Through Trap-door

AT the inquest on a 29-years-old accountant who fell to his death through a trap-door at a Bethnal Green furniture manufacturing firm, where he was paying out wages, a verdict of "accidental death" was registered.

He was Lewis Jacobs, and the accident occurred on July 30 at Berco Furniture Productions, 293 Brick Lane, London, E.

Proprietor of the firm, Mr. Barnets Bercovitch, said Jacobs was employed by him occasionally, and while witness was away on holiday he was paying the wages at the firm.

While he was talking to employees on the first floor, he gave an order that some furniture was to be moved down to the ground floor through a trap-door made specially for that purpose.

"I took the trap-door cover off," a furniture porter told the Court. "Mr. Jacobs was about two or three feet away from it. As I was walking away I heard a shout, and when I looked round the chaps were looking down through the hole."

Living Quarters Now Part Of Shop: New Ideas From Bristol

CONSIDERABLE modern improvements and extensions to existing premises and the opening of a new furniture shop mark the seventh year of trading by J. W. Palmer, Ltd., house furnishers at 353 Two Mile Hill, Kingswood, Bristol.

Alterations at the original premises have doubled the sales floor capacity. Before redesigning, the accommodation comprised a front shop with living rooms at rear and on the first floor. Intervening walls have been removed and stairway re-sited so as to provide ground and first-floor showrooms of the open type covering the whole of the available area.

Opportunity was taken to include the provision of a toilet. This is quite an innovation and a facility which is infrequently available to customers in the average furnishing shop. Mr. J. P. Palmer told a *Furnishing World* reporter that customers have remarked upon it and thought the idea might be copied by other retailers who are planning modernisation.

The newly-acquired shop premises at 301 Two Mile Hill Road are larger than the original shop at No. 353, and Mr. Palmer has plans for extensive alterations and improvements. These will be put into effect in the near future. Meanwhile the shop has been opened for the sale of furniture and floorcoverings, and the office and administration has been transferred to it.

A new shop manager has been engaged, Mr. J. Carter, who was formerly with the furnishing section at Jones & Co., Ltd., Bristol.

This long first-floor showroom resulted from the demolition of former living quarters.

Carpet Show For Glasgow

On Monday, M. Mercado (Glasgow), Ltd., open new showrooms at 207 Ingram Street, Glasgow, C.1, where they will be showing retailers a big range of cotton and other quick-selling, low-priced carpets.

Fire In Dalston

Firemen prevented serious damage from a blaze which broke out at the Algeon Works of Melson Bros., chair manufacturers, of Queensbridge Road, Dalston, early this week. The fire was restricted to part of the top floor of a three-storey building.

Furniture Training Courses In London

A brochure just issued by the L.C.C. Technical College for the Furnishing Trades in Shoreditch gives details of full-time courses, part-time day release and part-time day courses, and evening courses. Information covers the various fees payable, the enrolment dates and times, time tables and the prize schemes organised in conjunction with the L.F.M. and N.U.F.T.O.

Philip Woolfson, Ltd., the Glasgow wholesalers, of 165 Trongate, have completely remodelled their showrooms.

Viewpoint

FURNITURE advertising is under fire! A writer in "Advertiser's Weekly" (see extracts, page 60), criticises manufacturers for lagging behind the makers of soap powders and cornflakes in the branding and national advertising of their merchandise.

Of course we have been over this before several times.

Briefly, the furniture manufacturers *are* being converted more and more to this sales technique; but many retail furnishers do not welcome any big increase in the advertising of branded furniture for a reason that is very definite. They feel that a new home-owner, or someone who wishes to refurnish, should rely on the good name and proved service and experience of the retail furnisher who understands the true craft of building a comfortable and beautiful home.

★★ This is where the expert, such as the one who writes in "Advertiser's Weekly," may tend to confuse the issue. Deliberately he compares the furnisher with the grocer. What he does not say, however, is that, whereas the householder buys soap powder or cornflakes every week, he furnishes or refurnishes his home once, or at the most twice, in a lifetime.

In other words, there is a considerable difference between forcing the purchase of a branded toothpaste at the point of sale—and persuading the new home-owner to accept a complete roomful or houseful of furniture through skilful advertising of branded goods.

★★ The writer in "Advertiser's Weekly," however, has much on his side of course when he refers to the vast sales of bedding that have been achieved by manufacturers who advertise their branded mattresses. He might also have instanced the case of furnishing fabrics. For undoubtedly the retailer may exploit national advertising substantially merely by saying (to choose some names at random): "We stock Slumberland and Sleepeezee mattresses and Sundour and Sanderson fabrics."

There are a number of furniture manufacturers, too, who for many years have pinned their faith—successfully—to branding and national advertising. Here is MR. A. J. THOMAS at the annual general meeting of Greaves & Thomas: "We shall continue to place our faith in the discerning consumer who requires real value for money and who knows that the branded product bears the name of the manufacturer who is not ashamed of his wares." This is of course the soundest case for selling by branding.

Our present critic goes on to suggest that advertisers should consider the furniture worries and needs of engaged couples or those about to take on new homes; that advertisement space should be given to such informative material as "How to choose good furniture—What to look for." That is precisely what we said in *Viewpoint* last week. We suggested that furnishers should give far more space in their advertising to advice on the art of furnishing and a little less to mere pictures and prices of pieces of furniture.

★★ We issue no firm edict on a question that is so controversial in our own industry. But we are at least glad to see that the writer of the article to which we have referred does agree on one vital point.

It is this: that the first selling problem facing manufacturers of branded furniture must obviously be that of distribution—and that this must entail intensive work on the trade through the Trade Press. In fact he says that continuous efforts must be made through the Trade Press to assure the retailer that he will lose nothing by selling branded furniture.

British Shop Windows To Go French

THE French exporting industries are sponsoring during the French Trade Fortnight a window display competition for the best French window in either departmental stores or others. This is being organised in collaboration with the British monthly "Stores and Shops."

Numerous prizes will be offered and the two first prizes, one for the departmental stores and one for other stores, will be five days at the Grand Hotel in Paris for two people and five days at the Carlton Hotel in Cannes also for two people.

Stores from all over England will be allowed to take part in the competition and it is hoped that there will be a large number of entries.

The displays will be as varied as the goods on show, and it is expected that the standard of window dressing will be at the same time original and in the best taste.

All informaion regarding this competition may be obtained from "Stores and Shops," 68 Welbeck Street, W.1, WEL 3335 or from Max Denis, Intereps, Ltd., 15 New Row, W.C.2, TEM 6022.

To Introduce Geffrye Museum

The Geffrye Museum, which illustrates the development of the middle-class English home from A.D. 1600 to the present day, has long been familiar to and frequented by the specialist in furniture or in period décor. Now a new guide has been prepared, entitled "Introducing the Geffrye Museum," which is designed to make the museum known to a far more numerous public.

The new booklet, published by the L.C.C. this month, is simply and engagingly written. It has a gaily designed cover, predominantly yellow in colour, and is illustrated by numerous drawings by Sheila Maguire. Price ninepence (by post 11d.) the booklet is available directly or through any bookseller.

personally speaking...

NEWS OF PEOPLE YOU KNOW

NEXT month the merchandise office manager of Harrods, **H. L. Page-May,** goes to Kendal, Milne, of Manchester as merchandise manager. **W. T. H. Davies,** deputy general manager of Kendal, Milne, goes to Harrods as assistant general manager. Mr. Page-May's successor is **P. J. Richards.**

☆ ☆

A NOTE from **A. C. Islip,** director of Story (Fabrics), Ltd., tells me that the company have appointed **L. J. Kearns,** of Southport, to represent them in the North.

☆ ☆

SINCE January, 1953, general manager of Woolland Bros., Ltd., Knightsbridge, **Martin Moss** has been appointed managing director. He left Marshall & Snelgrove, where he was assistant manager, to join Woollands.

☆ ☆

I AM now able to confirm the news that cricketer **Freddie Trueman** is to represent the Wharfe Cabinet Co., Ltd. (this page last week). He will start work in October and will tour the firm's 28 branches, where he will be available for customers to discuss business or cricket with him. His first month will be spent at the Bradford store.

☆ ☆

DAYS when a living-room could be furnished for no more than £4 3s. were recalled this week, through the retirement from active service in the family business of Joseph Norris & Sons, Ltd., of Wright Street, Hull, of **Fred Norris.** Mr. Norris began work 62 years ago at the age of 15, in the firm's workshop, working at the bench as a chairmaker. Everything was made by hand; the wage rate in the trade was 7½d. an hour, and working hours began at 6 a.m. The firm was founded by Mr. Norris's grandfather 105 years ago, in Wright Street, where Mr. Fred was born in 1877. It carried on business for 82 years, however, in Bond Street and Smeaton Street, until those premises were wrecked during the blitz of 1943. Thus it is a coincidence that Mr. Norris should have seen and planned the recent return of the headquarters of the business to new premises in Wright Street. He has been chairman of the board ever since the company was formed in 1937, having become senior partner when his father, the late Mr. Joseph Norris, died in 1918. Now, although he will not take further active part in the running of the business, he will retain his position as chairman. Describing the £4 3s. living-room, Mr. Norris recalls that its pieces were: Four kitchen chairs (11s.), one Windsor bow armchair (6s. 6d.), one high-back rocker (8s.), one leather-cloth couch (17s. 6d.), one square table (10s.), and one 4 ft. 6 in. dresser (30s.). As Mr. Norris remarks with a wry smile: "Those were the days."

☆ ☆

INCREASING demand for their products has necessitated Spiralynx (1933), Ltd., Rowland Street, London, E.1, the manufacturers of wood bedsteads and spring mattresses, reorganising and expanding their sales force. North, East and Central London will now be covered by **Cyril Cowan,** whilst **Sidney Rosen** continues to travel South, West, and North-West London. Additional representatives have been appointed to give more effective coverage to the Eastern Counties, East Midlands, Home Counties, Southern Counties, and Birmingham and Potteries districts. Other areas remain unaltered. The sales organisation is under the management of **Louis Bell, M.S.M.A.**

☆ ☆

ASSOCIATED with Rose Furnishers, Ltd., in Regent Road, Salford, **Myer Rose** started the "linoleum front" fashion for shop windows blitzed by German bombers. During a war-time raid on Manchester his furniture shop on Stretford Road was badly damaged. "Wood was difficult to obtain and glass was practically non-existent," he recalls. "So I 'boarded-up' the front of the shop with linoleum. Soon afterwards nearly every shop in the district with blitzed windows had a linoleum front."

A Smile with Betts

"And just as it was getting to divans, the blinking commentator said: 'Don't miss next week's thrilling episode.'"

As a young man, Mr. Rose left his native Salford for America in search of "fame and fortune." But, he admits, he found neither. He did, however, gain much experience. For in the 14 months he spent roaming the States he had no fewer than 14 jobs, ranging from soda fountain assistant to labourer in a pipe factory and farmhand. Realising he was getting nowhere very quickly, he returned home, and, in 1927, opened a furniture business in Manchester. The concern with which he is now connected was started by his father, who has retired.

☆ ☆

RETIRING from the buyership of soft furnishings for Leonards (Rochester), Ltd., is **A. L. Ford.** He has been with the firm for more than 40 years. His successor is **F. E. Curtis,** previously underbuyer.

☆ ☆

I SEE that **S. M. Taylor** has left Midland Drapery Co. of Derby to join John Atkinson of Sheffield, where he is buying furnishing fabrics and down quilts. His predecessor was **T. Webber,** who has now gone to Hopewell's of Nottingham.

Nomad

Problem of "Batten" Marks in Linoleum

Makers' Advice To Retailers

THE National Association of Retail Furnishers have recently communicated with linoleum manufacturers on the subject of batten or bight marks.

They were informed that batten marks were, in effect, "bight marks" which occur while the linoleum is festooned during the seasoning process.

Manufacturers' Replies

Here are some of the replies received by N.A.R.F. from the manufacturers:—

Barry, Ostlere & Shepherd: Bight marks are incidental to manufacture and in most cases level out on laying. One way of dealing with the matter would be for us to cut out the marks and despatch goods in shorter lengths, but this would not only mean a considerable increase in our costs and consequently in the price, but would also not suit the convenience of the majority of our customers. Present prices do not allow of a discount.

Dundee Linoleum Co.: Every batten mark is cut out. Under no circumstances are batten marks passed by our inspectors. They are very obvious and no retailer would accept rolls which included this defect.

Linoleum Manufacturing Co.: "Batten marks" is a term normally applied to a mark which is invariably cut out of the linoleum.

Michael Nairn & Co.: The marks referred to are not those caused by battens but are the result of the curvature formed at the bottom of the loop when the cloth is hanging in the drying stove. Such marks have always been present in cloths so hung, and every effort is being made to minimise these marks. Will treat sympathetically any complaint especially if it arises from faulty manufacture.

North British Linoleum Co.: All batten marks are cut out when material is being trimmed and no rolls are sent out containing batten marks. There are, however, the usual bight marks in the centre of the rolls, which cannot be avoided in manufacture.

Tayside Floorcloth Co.: Never send out linoleum with batten marks. If complaint arises an immediate allowance is made. Sometimes the bottom of the festoon in thicker qualities may be mistaken for a batten mark. Such festoon marks as are noted are always sold as slightly imperfect goods with an allowance.

James Williamson & Son: Batten marks arise inevitably in course of manufacture and if we are to supply long lengths pieces it is impossible to avoid sending out some pieces in which batten marks appear. Our practice is to cut away any batten marks which would cause trouble in laying and we do not think any serious trouble arises with these marks in the goods we send out as perfects. Consequently we cannot agree to a general allowance on goods which contain a batten mark, though of course we are prepared to deal with any specific complaint, and if justified, to meet the claim. It is not possible for practical reasons to indicate on the roll where batten marks occur.

Treatment When Laying

Serious problems in laying as a result of batten marks generally arise in the heavier qualities, and these are normally used for contract work where the material is stuck to the floor. One manufacturer suggests that should there be any difficulty with batten marks it can be overcome by sandbagging the bulge while the adhesive sets.

Another suggests that the best method is for the curved portion of the lino to be cemented to the floor, and if a latex adhesive is used then this will get over any objection to it being impossible to lift the linoleum once it has been cemented. This type of adhesive is only sufficient to hold the linoleum to the floor, and the adhesive pulls clear on uplifting without damaging the floor.

If, however, layers are against using any class of cement, another method is to place a batten of wood saturated with water over the mark, weight this suitably, and leave overnight. There may be some difficulty in this method being adopted, but it is very efficient.

Diary Dates

September 2 to 18. Scottish Industries Exhibition at Kelvin Hall, Glasgow.

September 6. General meeting of Leeds, Bradford and District Area, F.T.B.A., at Astoria Restaurant, Roundhay Road, Leeds, 7.30 p.m.

September 8. Area President's dinner of Leeds, Bradford and District Area, F.T.B.A., at The Mansion, Roundhay Park, Leeds, 7.30 p.m. Tickets 12s. 6d. each from Henry J. Sutcliffe, Victoria Furnishing Co., Ltd., Cross Arcade, King Edward Street, Briggate, Leeds (Tel. 34266).

September 16 to 21. Designers' Conference in Glasgow of the Interior Division of British Colour Council.

September 17. Annual dinner and dance of Huddersfield Area, F.T.B.A., at Greenhead Masonic Hall, Huddersfield.

September 22. "Fall Ball" arranged by Leeds, Bradford and District Area, F.T.B.A., at Astoria Ballroom, Roundhay Road, Leeds, 8 p.m. to 1 a.m. Tickets 5s. from Henry J. Sutcliffe, Victoria Furnishing Co., Ltd., Cross Arcade, King Edward Street, Briggate, Leeds (Tel. 34266).

September 25 to 29. Autumn Conference of National Chamber of Trade at Whitley Bay.

October 8. Inaugural ball of Reading and District Area, F.T.B.A., at Great Western Hotel, 7 p.m.

October 11. Annual dinner and dance of Chair Frame Manufacturers' Association at May Fair Hotel, London.

October 23 and 24. Yorkshire Council for Further Education's week-end conference at Beechwood Hotel, Harrogate, organised in co-operation with the Northern Furniture Manufacturers' Association.

November 30. Annual dinner and dance of North-West Furniture Trades' Federation at Grand Hotel, Manchester.

Merseyside F.T.B.A.: Function Dates

Merseyside Area F.T.B.A. will hold its annual general meeting in the restaurant of G. H. Lee & Co., Liverpool, on September 9. The meeting will be preceded by a hot-pot supper and entertainment. Tickets for the hot-pot supper are 6s. each. The annual dinner-dance of the Merseyside Area will be held at the Adelphi Hotel, Liverpool, on October 27. The Lord Mayor and Lady Mayoress have accepted invitations.

Your Windows Are The Eyes Of Your Store But Have They That Come-Hither Look ?

In the first textbook to be published on the display of home furnishings, one of America's leading authorities in this field—Paul MacAlister—tells how to make your windows and showrooms increase the sales and prestige of your business. Dealing in fundamentals and in the finer points of the craft, his advice will be valuable to the beginner as well as to the experienced display manager and furniture-store owner.

RETAIL SELLING PLANS

"*DISPLAY is a vital factor in selling home furnishings, yet it is one that has been too often neglected in the past, except by the larger stores in the cities. But to-day, when the consumer is growing increasingly sophisticated, we can no longer follow out-worn methods. Even in the smallest store in the tiniest village, display is important.*"

This remark comes from a preface to the first book on furniture display to be published in America, but most retailers will agree that the "cap fits" this country equally well.

The author, Paul R. MacAlister, F.I.D.I., well-known architect and interior designer, is at present working as a design and display consultant in Chicago, where he is supervisor of store design and home-furnishing display for a number of furniture stores. He has contributed many articles to "The Seng Book," a magazine published by the Seng Company and distributed to the retail furniture stores of America. Now this company has issued his articles in book form, under the title "Home Furnishing Display Techniques."

300 Display Pictures

Most of the displays described—and illustrated by more than three hundred photographs—would prove equally suitable in Britain, and many could be installed by owners or managers of small businesses unable to afford expensive "props."

By special arrangement with the publishers, full extracts and a few of the line drawings used in the book, are given in the following pages.

Main Display Groups

"Specifically, five types of display are widely employed: (a) window, (b) counter, (c) spot, (d) ensemble, (e) model rooms and houses. All perform a single function—the creation of a desire for ownership on the part of the prospective buyer. Individually, each of these categories requires separate and distinct approaches, but all revolve around the three fundamentals which make up my definition of display: (1) selection of merchandise, (2) design format and (3) correlation of related merchandise."

1. The Window

"The primary function of the window is to bring prospective buyers into the store and thus into personal contact with the sales force. Here is where high visibility is of the utmost importance. Remember the old, but still applicable slogan '—so that he who runs may read' . . . A customer will enter a store for several reasons other than to buy a predetermined and specific item. He may come in to buy an object exhibited in the window or to ask questions concerning some portion of the display. . . .

"The window has another function as it is the ideal location to keep the store's name and reputation constantly before the public through interest engendered by changing displays. *This is particularly valuable to the small or medium-sized operator who has an equally small advertising budget . . . Good displays enable him to compete on more even terms with his larger competitors.*"

"The window can set the 'character' of the store and make the buyer feel that this is the place where I'll find the type and quality items I prefer, and best of all, especially suited to my pocketbook."

"Two basic errors habitually defeat the purpose of window displays. *Overcrowding* and *over-emphasis* in banner advertising."

"During a special promotion, the window may be treated in sections. As an example, suppose a lamp sale is in progress. One approach, and certainly the easiest—is to cram the window to bursting point with as many lamps as it will hold. But what impression will this give? Plenty of lamps—yes, and cheap—but does it not also imply that the lamps are not of first quality? Far better, a series of appealing ensembles combining a selection of the sale lamps with a suitable piece of furniture, a swathe of colourful drapery fabric, a rug sample—all giving each lamp a character of its own and demonstrating that here is a fine piece of merchandise, part of a large selection, offered to you, the customer, at a special price through the shrewdness and forward thinking of this particular dealer."

". . . There are other types of merchandise such as housewares, paints and smaller items, which gain interest and call attention to themselves in a full—but never overcrowded—window. Windows literally teeming with colourful utensils, pots, pans, crockery and so forth can be traffic-stoppers."

2. Counter Display

"Too many home furnishings operations overlook the great potentiality of this type of display. This is doubtless due to the fact that less actual 'counter' space is used in selling home furnishings than is needed for the sale of wearing apparel, hardware and so forth . . . A few specific guides can assist you in creating successful counter arrangements and in selecting counter fixtures: (a) display level—all home furnishings merchandise appears to best advantage when viewed on the level on which it will be placed in the customer's home. Lamps, as an example, are most frequently used and noticed in the home from a seated position . . . therefore, platforms raising the lamps above normal table height are most effective for store display. (b) Lighting—only those objects which can be clearly seen will sell. Be sure to flood each counter top with sufficient illumination to bring out the colour, texture and form of each individual item. (c) Colour—Be sure to emphasise the colour of counter merchandise by keeping counter tops and fixtures in neutral tones such as various greys, beige, wood grains and off-whites."

3. The Spot Display

"These are the small displays, artfully located to arrest the eye and requiring the minimum of space. They are a direct selling tool to: exhibit a choice selection of items from a specific department; exhibit a selection of merchandise from related departments; entice the shopper from one floor to another by featuring promotional merchandise; build prestige by joining the store to civic projects, seasonal and current events. They are a direct bid for 'impulse buying'."

(Continued overleaf)

1. How To Make Your Screen Dividers

(*continued from previous page*)

Display level, lighting and colour are all important in arranging spot displays.

4. The Ensemble

"A grouping of related items, located in a key spot on the floor—such as the terminal of an aisle. In the furniture department for instance, a sofa, chairs, end-tables and lamps might be placed on a room-size rug. Add a painted screen and a length of drapery fabric to *suggest* an entire room scheme, and you have a simple, easy-to-arrange ensemble. The sparkle and appeal can be intensified by directing a spotlight toward the grouping."

5. Model Rooms

Here the author gives twelve pointers for success in model-room and model-house promotions:

"1. Allot the maximum space, in a key location. 2. Decide on a timely theme. 3. Redecorate at stated intervals, at least two to four times each year. 4. Advertise the opening of each new set-up and follow up with appropriate 'slugs' in all home furnishing advts. 5. Select merchandise with an eye to availability and promotion of special-order items. 6. Accessorise wisely — purchase the right accessories if they are not regularly carried in stock. 7. Draperies and bedspreads give you an opportunity to plug your workroom service. 8. Lighting is vital. Keep the lamps and ceiling fixtures on display lit at all times. Round this out with strategically placed spotlights for added glamour. 9. Maintain the display as neatly and cleanly as though it were your own home. 10. Guide and encourage your sales force to use this medium as a top-selling-aid. 11. Establish a hard-headed policy for maintaining the set-up at the peak of perfection. Never run the risk of offending your customers with a shoddy left-over of the original setting. 12. Protect the over-all programme by selecting alternatives for every item included in the display to cover yourself in the event of being forced to remove some of the items. . ."

Dividers

Following a chapter on display dividers of all types, illustrated by more than twenty photographs, the author gives simple instructions for making egg-crate, vertical-fin, and screen or hinged dividers, as well as the basic frame-divider.

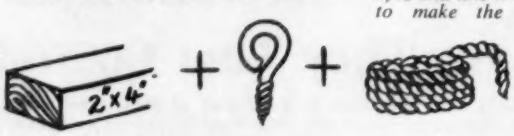
"The Common Divider is a basic frame which lends itself to many types of divider design, and can be constructed by anyone who can wield a hammer. Two by fours (finished timber) can be used to construct a frame of any given height or width. The frame may be painted with a stimulating homefurnishing colour, or stained to simulate various wood finishes. Screw-eyes should then be evenly spaced on all four *inner* sides of the frame. Then 'line' of any variety ranging from clothes-line, rope, wire, fancy cord or plastic may be drawn through the screw-eyes in a wealth of interesting patterns . . . Frames can be used over and over by changing the style of stringing. Pull lines as taut as possible to prevent sagging."

"Egg-crate dividers may be constructed of any chosen width of 1-in. wood stock. The width selected depends upon the type of merchandise to be displayed by this divider. When used in departments or windows to exhibit accessories, lamps, etc.—the stock width can range up to 10, 12 and 14 inch. When used as backgrounds, 1 by 6 inch, 1 by 4 inch, 2 by 4 inch or even 2 by 2 inch timber can be used."

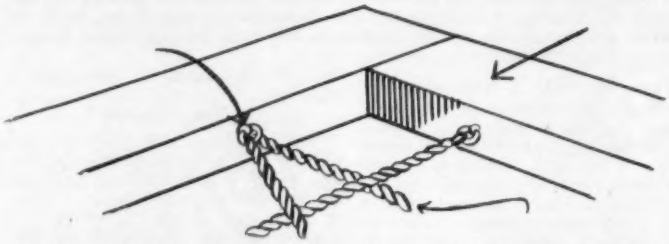
"A variation of the 'egg-crate' divider is the 'Vertical Fin' divider. Here the outer frame may be made from any given width of 1 inch stock and in any size to suit the space. The vertical supports should also be of 1 inch stock and may be placed at right angles to the frame or at a pitched angle."

"A 'screen' or 'hinged' divider is

(*continued on facing page*)

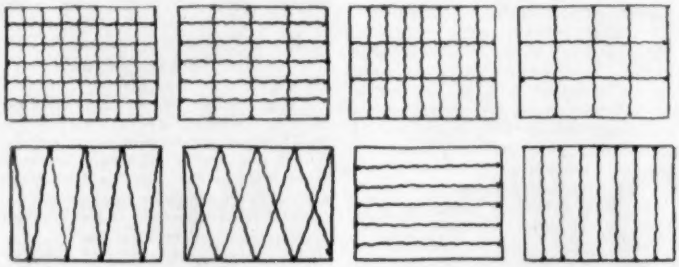


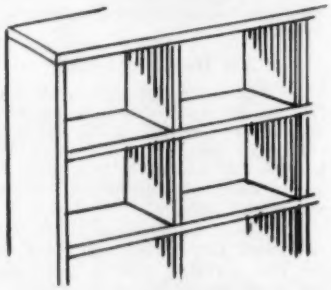
2 by 4 inch finished timber, screw eyes and line are all that is needed to make the common divider.



Line-fixing on inner side of frame is shown below.

Frames can be made any desired size or shape. Lines can be strung in many different patterns, as shown below, and the frames can be used again and again by varying the style of stringing.



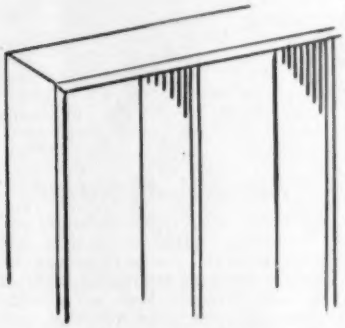


Egg-crate dividers are made from 1-inch stock. Corners are screwed together and glued for extra strength. Fins and cross-pieces can be nailed or screwed in place.

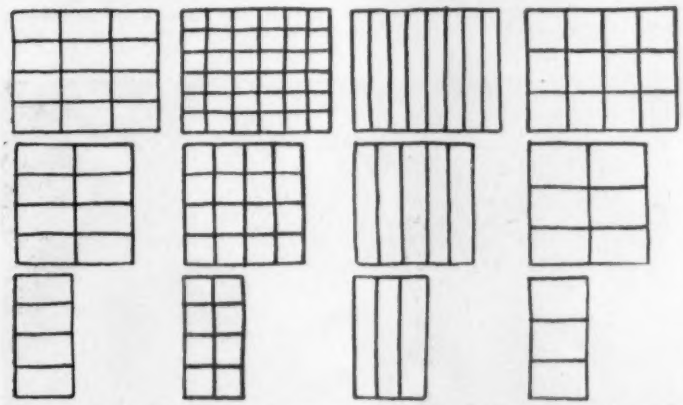
2. How To Plan Your Showroom Layout

(*continued from facing page*)

one of the most flexible of all display units for use in the home furnishing field. It consists of any number of flats or panels which can be joined together with common loose pin butt hinges. Two flats or a dozen can be used, depending upon the space to be broken and the quantity of merchandise to be displayed."



Vertical-fin divider. Fins can be installed at right angles to the frame (as shown above) or pitched at an angle.



Many variations in shape and pattern are possible, and the above drawings show some of the variations made by using the basic frames of egg-crate and vertical-fin dividers.

Floor Layout and Planning

"Granted that every floor of each store calls for a different treatment, there is still a basic pattern, incorporating sound display techniques, which is applicable to all cases . . . The basis for success is simple—and it is everyday horse-sense applied to the operation of your store display as a whole, plus the final visualisation of the entire floor as one gigantic 'display.' Here's the pattern we suggest that you follow:

1. Start with the merchandise in list form on the buyers' desks. What lines will be purchased, and in what quantities? Into what categories (living room, dining room, bedding, soft lines, etc.) do these purchases fall? Which groups of merchandise can be classed as normally fast moving, and which slow moving?

2. Follow up with the physical requirements of this merchandise. When will the stock arrive and in how many shipments? How much should be shown at one time? How much space does this require?

3. Continue with the physical aspects of the sales floors. How much floor space is there? How much wall space? Where are the main entrances, hot spots? How much space can you allot to each merchandise category?"

Judging Your Market

"There is one other determining factor which directly affects the actual layout of the floor. That is, the method of merchandising to be followed by the individual operation.

In general, there are three accepted approaches to selling home furnishings all predicated on the store's location, clientele and general price level of merchandise. 1. Selling on a fast turnover to the 'middle millions.' 2. Selling at a moderate pace to a discriminating clientele. 3. A combination of both of these two selling methods.

Method No. 1 requires that the maximum amount of stock be shown at all times, and in such manner that single items or entire lines may be removed from the floor and replaced as rapidly as possible. This prevents the planning of elaborate set-ups of a permanent nature, so here is where neat rows of chairs, tables, occasional pieces and so forth, can virtually sell themselves. A few strategically placed spot displays, with several attractive and easy-to-change room set-ups add interest and sales appeal to this simple and forthright method of showing home furnishings.

"*Method No.* 2 involves less duplication of stock lines shown at one time on the sales floor and in an entirely different manner from Method No. 1. This is the type of selling where chairs, tables, occasional pieces and so forth should be shown grouped together with regard to style, colour and scale in order to suggest a room setting—whether displayed against model room backgrounds or in the centre of the floor. Spot display, ensemble groupings, model rooms and houses are an integral part of floor layout in this type of operation.

"*Method No.* 3 combines Methods 1 and 2, but in direct ratio to the anticipated demand for merchandise."

Aisles, Columns, Ceilings

Aisles, columns, ceilings and floors are dealt with in this section on general layout. "Every aisle should begin and terminate with an attractive spot or ensemble grouping of key merchandise to attract the hurried customer throughout the entire sales floor . . . The endless array of columns that exist on nearly every home furnishing floor need not be considered as impediments to good floor layout, but rather as an unexpected advantage. Four walls, broken by many openings, can never provide sufficient wall space for the attractive display of furniture. However, a column can be used as the nucleus around which these pieces can be arranged, dividers placed, or spot and ensemble groupings designed . . . Ceilings in all but the newest buildings tend to be a mass of pipes, ducts and antiquated outlets—and of excessive height. Do not allow these eyesores to detract from or dwarf your merchandise. Where building codes, budgets and so forth prohibit furring down, give the ceilings a new look and hide the defects with a new colour treatment and lighting plan. . . There is no denying the fact that all furniture looks far more desirable when placed upon carpeting. . . However, where the flexibility of the operation makes a permanent carpet installation inadvisable, a neutral toned resilient floor surface should be selected."

Drive To Sell More French Furnishing Fabrics To U.K.

BRITISH imports of French furnishing fabrics once nearly half of the French industry's total export figure—have fallen by nearly 90 per cent during the past few years.

The French Textiles Exhibition (sponsored by l'Union des Industries Textiles) which will take place at Hutchinson House, London, W.1., from October 8-24, is being staged as part of an effort to recapture the British market—so important to France.

Manufacturers have been told that the falling-off in sales of high-quality French fabrics is a result of Britain's post-war austerity régimes; a great change from the pre-war British market, which had the reputation of being particular, but willing to pay a high price for high quality.

Between the two world wars, roughly 40 per cent of the furnishing fabric industry's total production was exported; every year, 5½ million yards of French fabrics were sold abroad.

Rehabilitated Industry

The 1939-45 war cost the industry dearly; competitors profited from France's enforced absence, and the manufacturers, cut off from their clients, temporarily lost their exact understanding of the taste and requirements of their foreign markets. To-day rehabilition is complete; but the recapturing of world markets is full of difficulties, which the industry is making an intensive effort to overcome.

The present day French industry is mainly situated (about 60 per cent) in the North of France. The remaining 20 per cent is accounted for by factories in Picardy, Paris, and Tours. (The silk industry, not dealt with here, is, of course, based on Lyons).

Production of upholstery fabrics began in Northern France during the middle ages. Besides the Bruxelles tapestries, the tapestries of Arras were known throughout the world. Later, Arras was superseded as a tapestry centre by Tournai, which was then a French city. In the 18th century, the Lille tapestries became internationally famous.

The region around Roubaix and Tourcoing, heir to the traditions of the Flanders Tapestry Masters, saw the manufacture of upholstery fabrics develop during the reign of Napoleon the First, and during the second Empire. At the same time, the manufacture of Utrecht velvets was expanding in Picardy.

To-day's Figures

To-day, the employers' association includes 57 firms, of whom 43 are situated in the Roubaix-Tourcoing and Lannoy districts. Several firms are over 100 years old. Over 5,000 people are employed by the industry, and one billion francs were paid out in wages during 1950.

Five thousand tons of raw material (cotton, wool, silk, jute and artificial fibres) are reckoned to have been worked on during that year and 11 million yards of silk goods, damasks, tapestries, velvets and carpets have been produced.

One important factor in the French industry is an apprenticeship centre, set up five years ago, in Roubaix.

At the Centre, the apprentices get both a practical training as weavers, together with a course of theory, completing and supplementing their normal school instruction. Every year, 70 apprentices are trained, and 242 have now passed through the school.

SOFT FURNISHING SIDE

At the London exhibition the use of French jute for furnishing fabrics and carpets will be featured. France to-day occupies third place, after India and Great Britain, for volume of jute production.

New Claremont Range

A COMPLETE new range of "Caesar" top-grade, all-cotton moquettes comprising some forty designs is being produced by Claremont Manufacturing Co., Ltd. This firm will in future concentrate their production entirely on the "Caesar" type, because of the increasing demand for high quality moquettes.

Stencilled Satins

SOFT-FURNISHINGS buyers will be interested in a new and unusual fabric design produced by Tissage Francais & Anglais, Ltd., of Berners Street. This is a high-quality satin, to which stencilled, cut-out motifs of velvet are fixed. The satin comes in eleven colourways, in subtle tones, and the first design, just released, features stylised floral motifs of a formal style. This is a dual-purpose furnishing fabric, equally suitable for curtains and upholstery. 50 in. No. 12340.

Stencilled cut-outs of velvet are stuck to satin in this new fabric offered by Tissage Francais & Anglais, Ltd.

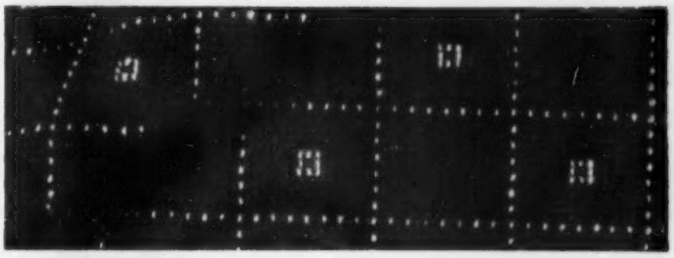
Contrast in Style For New Range of Upholstery Cloths

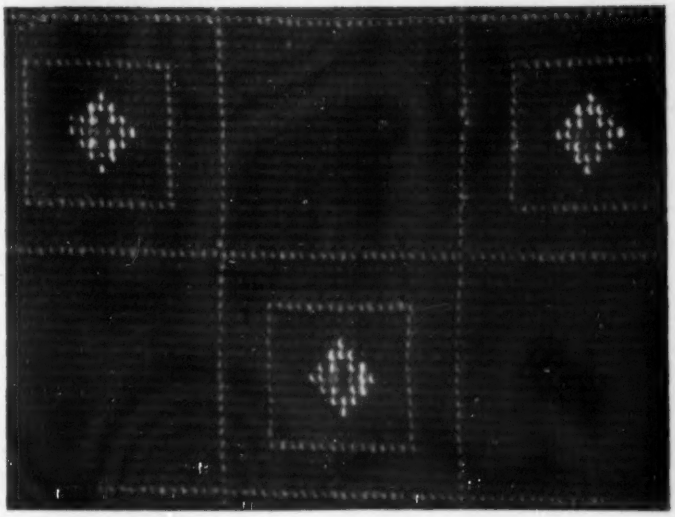
ALTHOUGH this time of the year is usually a quiet period before the general showing of new ranges in the early autumn, 1954 has seen a somewhat earlier start to the launching of new designs. Among firms who are presenting new developments in upholstery fabrics is Betafeld Textile Company, three of whose designs are featured on this page.

The pilot range produced by Betafeld includes two all-cotton moquettes of New Elizabethan style. This company is featuring squares in their modern range, as they believe that the popularity of the prevailing spot designs is now on the wane. They are also introducing brighter colours to meet the demand for light but practical shades in the home.

Pictured here is an all-cotton four-frame multicolour moquette of New Elizabethan style, which is being produced in the same price-range as a two-frame design. This uses the square pattern to be seen in many of the company's modern designs, and comes in red, brown, cherry or beige ground colours. Another modern moquette is the two-frame design illustrated on this page, made in brown, cherry, rust and green, which is another variation on the square pattern. Both moquettes are 50-in. widths, and to Kite-mark standard.

An interesting development is shown in the rayon-cotton 50-in. cloth which forms the third picture. This is made up of 70 per cent rayon and 30 per cent cotton, and the weight per yard is about 25 ounces. The gold ground is combined with a wine, pink or green shaded-floral design, and an unusual feature is the introduction of a design on the ground itself, giving a quilted effect. This additional design enhances the rich appearance of the fabric. In the past this type of ornamental ground design has been carried out only by one Italian manufacturer, and has not previously been produced in Britain.





Right, top of page: rayon-cotton cloth with an unusual feature of a design on the gold background. This richly formal fabric comes from Betafeld Textile Co.

Right, centre and bottom of page: New Elizabethan moquettes, both using the square formation. A two and a four-frame design are featured by Betafeld Textile Co.

FURNITURE ADVERTISING UNDER FIRE!

These extracts from a provocative article in "Advertiser's Weekly," the Organ of British Advertising, show what a marketing expert thinks of the present methods of advertising and selling furniture—but see "Viewpoint," page 52.

How To Bring A New Style To Furniture Advertising

THE modern furniture store has much in common with the old-time grocer's shop. His merchandise was anonymous, too. Grandma's grocer bought what he thought was best for his customers. When Grandma thought in terms of tea—she thought of "tea from Mr. Brown's."

It had no other name.

The growth of the branded grocery goods must first have run foul of the highly individual grocer; but, on the other hand, the branding and advertising of grocery products has probably been the most important factor in the growth of the grocery business. Partly as a result of branded goods, the one shop has become a chain of six or more, all providing the same high standard of merchandise.

It is understood that the retail furniture trade would not welcome the advertising of branded furniture on a large scale. Perhaps, like the old-time grocer branded furniture would be an encroachment on what the retailer feels is his very private preserves. At the moment all the goodwill that is created by the sale of a good piece of furniture belongs to the store that sells it. The retailer does not have to share this goodwill with any manufacturer.

This very personal pride may in some ways be a hangover from those romantic pre-hire-purchase days when every furniture shop made its merchandise in its own workshops.

Integrity Of Salesman

The consumer has no expert knowledge of furniture—and she knows it. She may know what she wants in terms of design and price, but, beyond this, she must depend entirely on the integrity of the furniture salesman. The salesman has little opportunity of establishing his integrity *in advance* except, perhaps, by the slow medium of word-of-mouth personal recommendation.

How different, when the consumer comes to buy one of those items of furniture which she knows by name—a bed, for example. Advertising has taught her to trust these names. Her brand consciousness does two things; it gives her a sense of security and accelerates the purchase.

Instead of thinking: "I need a new bed—where can I get a good one?"—and debating the probabilities, she decides on this or that brand, then merely seeks out the furniture retailer who can give her the best service.

Two manufacturers have already recognised the need and the possibilities of branded furniture, and have backed their belief in it with national advertising and intensive merchandising.

Are they in the van of the new trend?

And that terribly important aspect of selling—"keeping up with the Joneses"—demands something more dramatic than a new dining room suite. "Jonesmanship" at the moment calls for such products as washing machines, big-screen televisions, floor polishers—all "naturals" for the new hire-purchase rules.

The first selling problem facing branded furniture manufacturers must obviously be the distribution. This would entail intensive work on the trade through the trade Press and his sales force.

Means would have to be found to help dealers to make the capital investment in a representative range of the pieces available.

Salesmen would need to be equipped with the most comprehensive catalogue. This catalogue would not only have to contain illustrations and descriptions of the range for the furniture buyer but also all the sales points about each individual item for the furniture salesman. Later, much of this material could be used in a consumer manual which the potential purchaser could browse through in the store.

Passing On Knowledge

Hire-purchase terms would have to be standardised.

The setting up of a pilot shop in a suitable area might well provide valuable consumer reaction and such knowledge could usefully be passed on to the trade.

Throughout the whole part of this early operation, continuous efforts would have to be made through the trade Press to assure the trade that they would lose nothing by selling branded furniture.

There must be thousands of people who are actually in the market for furniture, i.e., in the sense that they have moved house or are being forced by wear and tear to make replacements. These people want something more than atmosphere pictures and lush copy; *they want factual information and practical ideas for houses occupying between* 1,000 *sq. ft. and* 1,500 *sq. ft.* They want to know how to make the most of the minimum amount of furniture. They would like to see what a difference they could make to their room by buying something different instead of merely replacing that worn-out traditional settee and chairs.

It would be interesting to know if any furniture advertiser, store or manufacturer, has ever made a survey into the furniture worries and needs of engaged couples or those about to take on new houses—*before* they visit stores.

"High Readership Certain"

The reputable manufacturer could well afford to devote space in his advertisements to such informative material as "How to Choose Good Furniture—What to Look For." Such an appeal would be certain of very high readership among all potential buyers. In the past furniture has come in for some harsh criticisms under the headings of bad workmanship, shoddy materials and poor finish. Concern about these things is uppermost in the minds of many buyers.

True-life "testimonial" advertisements about ordinary people and how they furnished on a limited budget would enjoy almost the same high readership and conviction.

The "editorial" techniques of advertising lend themselves admirably to furniture advertising. Potential furniture buyers look to furniture advertising for information. The advertisement pages of the shiny "home" magazines are searched as eagerly as the editorial. With this existing willingness to read, the advertisement can compete with the editorial on its own ground and, more often than not, be much more practical.

Kidney Dressing Table Has The Contemporary Leg

A modernised version of the traditional kidney-shaped dressing table is being produced by Sharren & Co., 21 Toynbee Street, Commercial Street, London, E.1.

The "Fairlop," as the dressing table is called, is 3 ft. 6 in. wide and is oak veneered. It is supplied with or without triple mirrors, plate glass top and curtain rail.

The "Fairlop" has been on the market only for a short time, but has already proved that it meets the demand for a kidney table on newer lines.

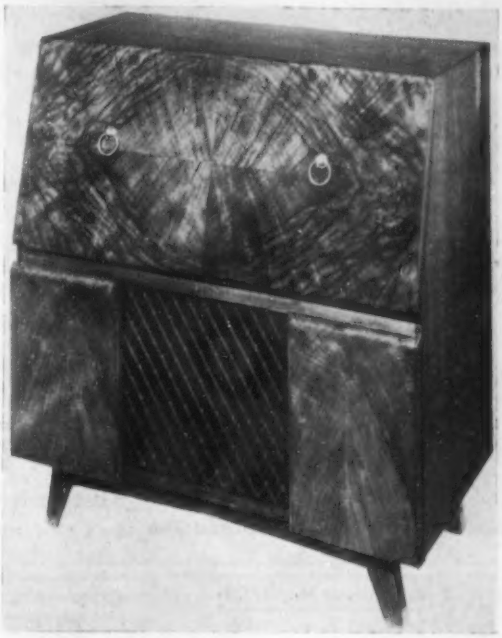
New Desk For Executives

A New Elizabethan desk for the junior executive is being produced by S. Hille & Co., Ltd. This is a single wood pedestal which can be fitted with

(*continued foot of column 2*)

NEW FROM THE MANUFACTURERS

New Radiogram Is Bureau Type



The Ace "Tutor" Bureaugram is a three-speed, auto-change radiogram built into a "bureau" style cabinet with a traditional dark walnut finish. It is made by the Ace Radio, Ltd.

The interior is faced with contrasting natural figured sycamore and leather-cloth. Two capacious record storage cupboards are provided on the lower deck.

The Ace type R354 receiver has an auto-changer with matched high fidelity head, and a high flux loudspeaker is incorporated.

List price: £47 1s. Purchase tax £14 18s. Total price 59 guineas.

(*continued from column 1*)

either four drawers or with a deep filing drawer and one normal-sized drawer. Tontainebleu walnut or elm is used for the finish on the pedestal and the other wooden areas, and real hide has been chosen for the top which measures 4 feet by 3 feet.

Also available is a larger twin-pedestal version, and if additional storage space is needed, there is a separate cabinet identical to the desk pedestal. This can be mounted either on metal legs or on castors. Locks can be provided for the drawers of both the cabinet and the pedestal.

A modern swivel desk chair has been designed to match the new desks. One-piece back and arm construction are moulded from laminated material, and there is a variety of choice for upholstery.

HOUSE & GARDEN · GOOD HOUSEKEEPING · IDEAL HOME · HOMES & GARDENS · WIFE
LONDON EVENING NEWS · LONDON STAR · WIFE & HOME · MY HOME · LIVERPOOL ECHO · DAILY MAIL IDEAL HOME BOOK

Downland COMFY

18" x 27"—White herringbone ticking
Soft feathers—Cellophane wrapped
Attractive label. To retail at 16/11d.

The Downland Bedding Co · Ltd · Liverpool & London

QUILT & PILLOW FILLINGS

"Each little Feather is dusted and sorted"

says Percy Purax—
the Upholstery Expert

Each feather, no matter how minute it is, is thoroughly cleaned and sterilized, then, after going through the dust separating chamber, is sorted by size and weight in this machine. The selected feathers and down ensure perfect comfort in Pillows, Bolsters, Feather-beds, Cushions and Down Quilts.

And remember, Purax covers every type of upholstery filling:—

Interlaced Pads of Curled Hair ● Interlaced Pads of Fibre and Hair ● Dual Padding of Curled Hair and Felt ● Dual Padding of Fibre and Felt ● Teased Curled Hair (bulk) ● Teased Fibre (bulk).

Purax REGD

UPHOLSTERY FILLINGS

Guaranteed clean and pure !

HARRISON AND JONES LTD., PURAX MILLS, VAUXHALL ROAD, LIVERPOOL 5

(PATENT No. 695050) *Regd. Design No. 867574)*

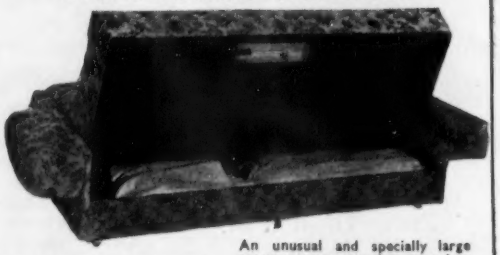
THE

"Bed-Max"

SETTEE BED

WHICH HAS HAD OUTSTANDING SUCCESS AT THE IDEAL HOME EXHIBITION AND IS NATIONALLY ADVERTISED

CONVERTS INTO A SUMPTUOUS BED WITH DETACHABLE HEADBOARD



An unusual and specially large storage space ensuring complete disposal of all bedding and linen

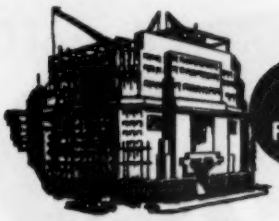
"The Bed-Max" patented Settee-bed, the newest Benmax model, has been designed to bring together all the finest points of Comfort and Luxury in modern upholstery

CHAIRS TO MATCH

AVAILABLE IN A VARIETY OF COVERINGS

BENMAX BROS. LTD.

22 MARE STREET, LONDON, E.8 *Telephone: AMHerst 6622-3*



ADVANCE NEWS OF FURNISHING CONTRACTS

Orders For Hotels, Clubs, Inns

CHELSEA. Erection of the "Riley Arms" public house on King's Road frontage of Cremorne estate, for B.C. £21,543.

CHESTER-LE-STREET (Durham). Mr. C. Solomon, St. Mary's Place, Newcastle-on-Tyne, is the architect for additions proposed at Ouston Social Club, to cost about £7,400, and application has been made for a building licence.

IPSWICH. T.C. is recommended to grant to Truman, Hanbury & Buxton, Ltd., brewers, a building lease of a site fronting Hawthorn Drive, Chantry estate, for the erection of a public house.

LANARKSHIRE. Alterations and additions will be carried out at the Royal Hotel, Lesmahagow, for Donald M. Smith, to plans by Joseph Kirkwood, 39 Duke Street, Larkhall.

LIVERPOOL. Medcalf & Medcalf, 3 Stanley Street, Liverpool, are the architects for the rebuilding of the Easby Hotel, 2 Beckett Street, proposed by Threlfalls Brewery Co., Ltd., Liverpool.

SOUTH SHIELDS. Erection of a public house at Mortimer Road, for W. B. Reid & Co., Ltd., Newcastle-on-Tyne. Architects: J. H. Morton & Son, Martins Bank Chambers, Fowler Street, South Shields.

Erection of new "Beehive Inn" in Mile End Road for Newcastle Breweries, Ltd., Haymarket, Newcastle-on-Tyne. Architects: T. A. Page, Son & Hill, 75 King Street, South Shields.

NEWCASTLE UNDER LYME (Staffs). Bents Brewery Co., Ltd., Stone, Staffs, propose erection of licensed premises at Thistleberry Avenue, for which the architects are Forshaw, Massey & Greaves, Old White Hart, 73 Trinity Street, Hanley, Stoke-on-Trent. The cost is about £32,240

WEST BROMWICH (Staffs). Mitchells & Butlers, Ltd., Cape Hill, Smethwick, propose erection of licensed premises at Thorncroft Way, Yew Tree estate.

WEYMOUTH (Dorset). Provisional T.C. approval has been awarded for rebuilding of the Ritz Theatre and the Palm Court Dance Hall, to cost about £57,969.

COVENTRY. Tenders will be invited by the T.C. in the autumn for proposed civic theatre at Corporation Street, to plans by the City Architect, D. E. E. Gibson.

Rebuilding of a war-destroyed hostel at The Butts is proposed by the Y.W.C.A., at a cost of about £30,000.

£750,000 OFFICE BLOCK

LONDON. Mr. W. Clark, 55 Pall Mall, London, S.W.1, is the architect for offices proposed at Phoenix Street, London, W.C., by Phoenix Theatre, Ltd. The cost is estimated at £750,000.

DURHAM. Erection of a hostel for aged persons, Joicey Square, Stanley. County Architect, Court Lane, Durham.

HACKNEY. The L.C.C. Education Committee has approved scheme by the Governors of the St. Victoire's Convent School at Victoria Park Road, Hackney, for reconstruction and adaptation works at an estimated cost of £40,400.

HALIFAX. A grant of £2,500 towards the cost of erecting the first section of a youth and community centre at the Corporation's estate, Mixenden, has been offered by the Spring Hall Trust.

LANCASHIRE. The C.C. will carry out adaptations at "Croich Hey," Hawkshaw, Ebury, to form an aged persons' hostel.

BOURNEMOUTH. Completion of Boscombe Overstrand Café. Particulars, Geens & Cross, 15 Westover Road, Bournemouth, architects.

BUTESHIRE. Subject to approval of the Department of Education, Buteshire County Council has approved plans for erection of a new Rothesay Academy, the cost of which is estimated at £240,000.

SCARBOROUGH. Erection of pavilion at Wallis's Cayton Bay Holiday Camp, near Scarborough.

HALTWHISTLE (Northumberland). Bentley & Shaw, brewers, Lockwood, have received permission to erect a new hotel at the corner of Rawthorpe Lane and Holays, Dalton.

SCARBOROUGH. Wilkinson, Smith & Brittlebank, architects, Scarborough, have prepared plans for public house at Man Hill for Nesfields Brewery.

MANSFIELD. Licensed premises are proposed by Mansfield Brewery Co., Ltd., at Ladybrook Estate.

MIDDLESBROUGH. The Corporation Catering Committee has approved draft plans by the Borough Engineer (J. A. Kenyon), for converting Trinity Hall into a civic restaurant.

STIRLING. Approval of the Scottish Home Department will be sought by Stirling Corporation for proposed complete rebuilding of the Albert Hall, estimated to cost £58,000. The architects are Sir J. Burnet, Tait & Partners, 10 Bedford Square, London, W.C.1.

SEAHAM. R. Fenwick and Co., Ltd., wine merchants, 176 High Street West, Sunderland, have applied to the U.D.C. for a site at Parkside for proposed licensed premises. The Democratic Club and Institute, Ltd., Vane Terrace, are to enlarge their premises.

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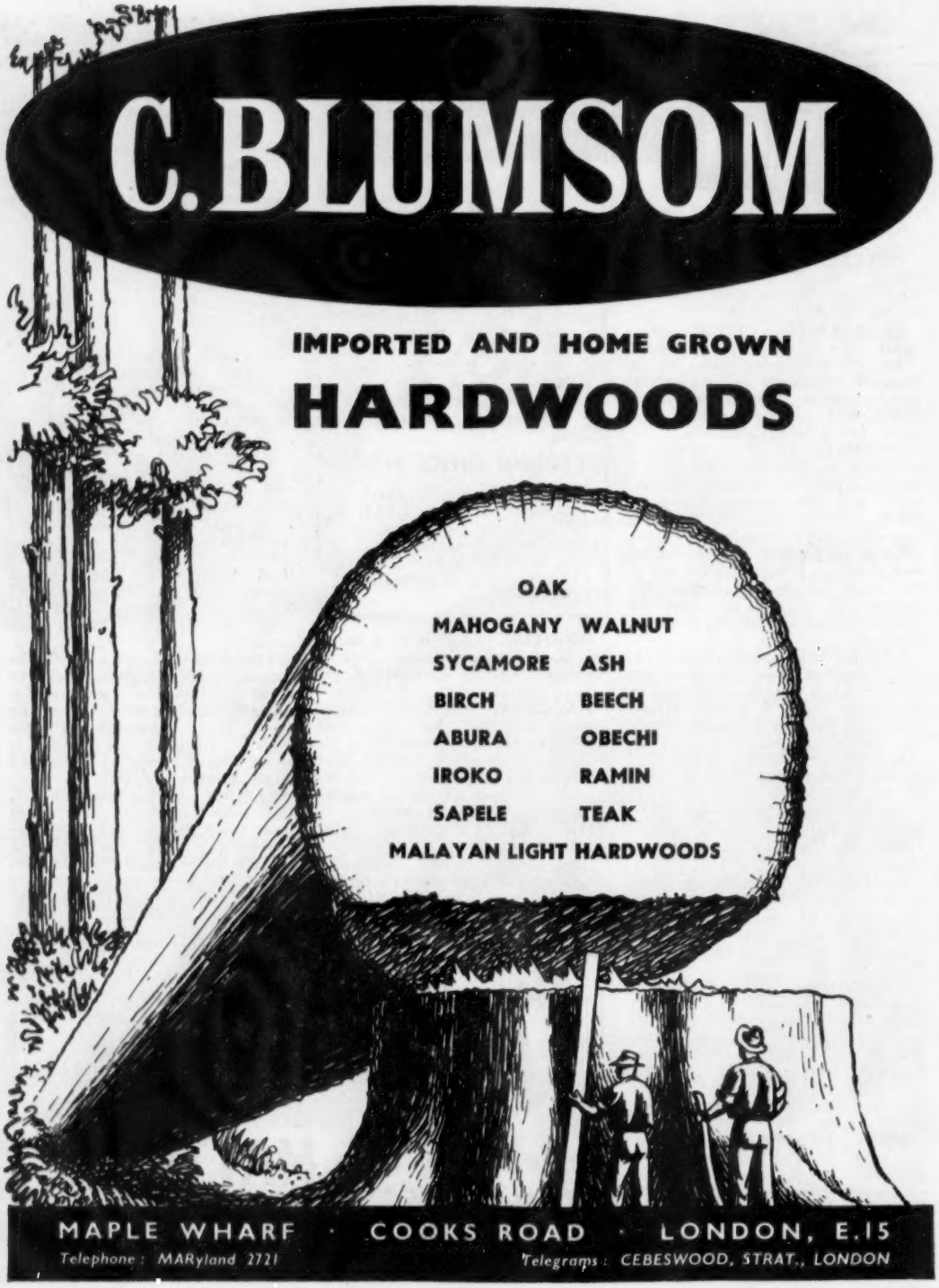
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How To Get The Most Out Of Your Rubber Press Sheets

MANUFACTURING TECHNIQUES AND IDEAS

Full Service Depends On Using The Right Grade In The Right Way

ONE of the great variables of furniture manufacture is the amount of service a firm gets from its rubber press forming sheets. Some will tell you they use the same sheet for twelve months, while others say theirs are finished in about three days.

Naturally, the degree of use to which a sheet is put in a working day or week is a relevant factor. Another is the severity of the work. But the essential point is whether the utmost service is being got.

With a relatively expensive item of equipment like this it is vital to make sure that each sheet gives the full service of which it is capable. With full use by a fast-producing firm, anything over three months' wear can usually be considered very good.

To get the best out of the sheets the first requirement is that the press operator should understand them—their nature, properties and limitations. The person responsible for buying them should know enough about them to ensure that the right sheet is bought for the job, too.

Top Quality Rubber

These sheets are about the highest quality of rubber that one can get. Constant research is going on to improve performance and eliminate the snags. It is safe to say that there is nothing else at present on the market to give the same toughness and elasticity.

But it is impossible to get maximum toughness with maximum elasticity. If a sheet is to be tough enough for multi-ply forming and shaping some elasticity must be sacrificed. And if sensitivity is needed to follow small radii and more complicated contours for veneering there must be loss of toughness.

Sheets are usually produced in different grades for the various jobs. Rubberware, Ltd., for example, make four standard grades. Grade "Q," the toughest, is produced for shaping and forming, and is not suitable for any veneering which involves small radii, such as waterfall edges.

At the other end is their grade "P," which is soft and resilient, made for veneering over difficult contours but not tough enough to pull multi-ply forms into shape.

Between the two is grade "XT," produced as a general purpose sheet, particularly for small firms doing both shaping and veneering, but who are not prepared to stock special sheets for each job. It is tough enough for forming, but will not take the punishment that the tougher grade will take, and it is sensitive enough for most veneering.

The fourth grade, "K," is made specially for use in steam autoclaves.

Advice To Users

This firm provides a service to users to help them to take advantage of the full life of the sheets. They advise on use, on the type of sheets needed for particular types of job, and on the temperatures suitable for transmission through them. There is also an inspection service at their factory, where they can do repair work if the damage on failure is not too drastic.

The two principal causes of premature failure of rubber sheets are squeezed-out glue being left to harden on the surface, and the transmission of too high temperatures through them. Both are due to lack of attention to the requirements of the material.

When traces of adhesive are allowed to harden on the sheets they develop sharp edges which, forced into the surface by subsequent pressings, can weaken the sheet and lead to a split or burst under loading.

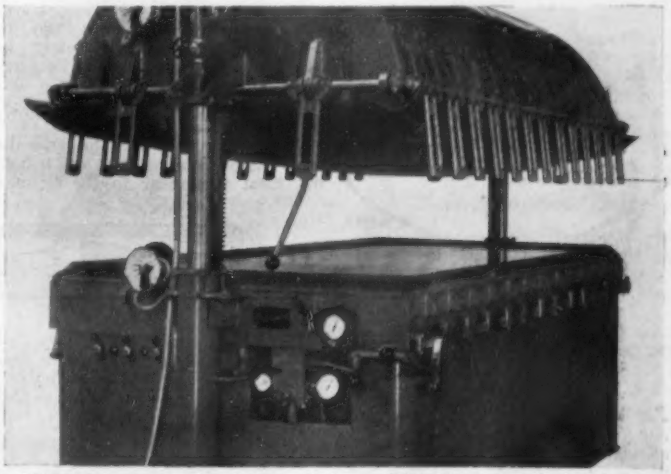
This trouble can be reduced by either dusting the sheet with talc, or spreading on it a thin film of lubricant prepared for the purpose by the sheet manufacturers. Alternatively, thin cover sheets can be supplied for laying between the press forming sheet and the shape.

Temperature Troubles

Temperature troubles arise in various ways, whether the sheet be used on a plain vacuum press or a dome press. The most frequent cause, which applies to both type of press, is the inaccurate setting of the temperature control to speed up the process.

It must be remembered that the rubber sheet has been vulcanised by a heat process from its original raw state. In effect vulcanisation is a stage on the road to complete charring of the rubber. The sheet is heated until the different chemical ingredients react to form a stable substance—a complicated molecule is built up—which will not revert to its

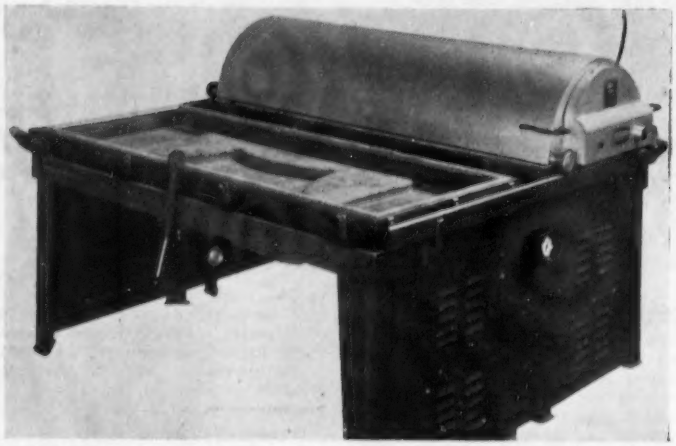
(continued over page)



This dome press—the Interwood Type DFa Compressed Air Panel Shaping and Veneering Press—shows the normal use of the rubber sheet.

Your Rubber Press Forming Sheets Will Last Longer

Resting Between Pressures Reduces Danger Of Failure



Two rubber sheets are used on this Interwood twin vacuum electrically heated press with mobile dome. It is used principally for veneering panels of less than 4 in. depth, and cross-banding mouldings.

(from previous page)

initial state on cooling. This involves careful control of temperature. The effect of heating the sheet later to a higher temperature than that at which it was vulcanised is to continue the chemical change and char the material, which loses both elasticity and toughness.

It pays, then, to heed the sheet manufacturer's advice on the temperature to be transmitted through the sheet—and to make sure that the press operator does so.

Overheating is all too common with the vacuum press, on which the turnover of work can apparently be increased by stepping up the temperature.

High Formers

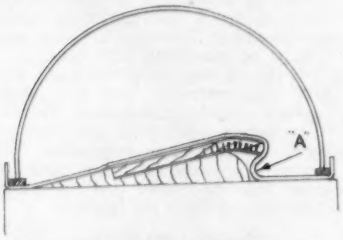
Another cause of overheating is the use of very high formers, which hold the sheet very near to the heaters. The cure for this complaint is not to reduce the height of the former, of course, but to reduce the temperature.

Local overheating can also be caused by the focusing effect of the heaters in some types of press, resulting in "hot spots" which may be subject to a considerably higher temperature than the rest of the sheet. Repeated failures in similar places on the sheets may indicate this. Proper examination of sheets which have failed prematurely will usually reveal the cause.

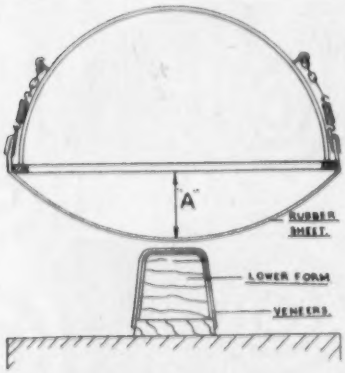
Risk Of Local Stress

Attention should be paid, too, to the stresses imposed on a sheet during pressing. Under-curving of veneer means the risk of high local stresses. This may be unavoidable, but care can and should be taken that similar stresses are not imposed on the sheet unnecessarily. Movement of the sheet under pressure should be kept to the minimum by using former flarings, packings or "dummies."

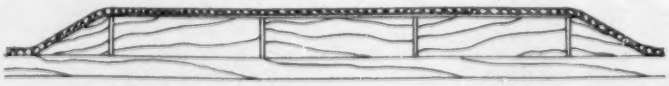
Use of too tough a sheet for difficult contours will probably not affect the life of the sheet, whatever the effect on the work, but too soft a



With thin rubber sheets and thick, stiff, cross-banding veneers the sheet will tend to fold under at point "A."



For high forms, the largest possible sag of the rubber sheet, at "A," should be allowed, to prevent unnecessary stretching. Amount of sag can be adjusted by regulating the suspension chains.



The wrong and the right way to load several short work-pieces along the press. At the top there are no end bridges, and gaps between the work-pieces impose undue local strain on the rubber sheet. The width of the gaps in the lower (correct) set-up does not exceed 3/32 in.

With Careful Use

sheet on heavy work can result in the sheet being cut where there is most resistance, at the edges of the ply for instance.

Rubber is a "live" material, and its life can be prolonged by periodic resting. In non-stop use (and some dome presses are used round the clock) sheets tend to become thin at the points where the stress is greatest. Without time for recovery this leads to failure.

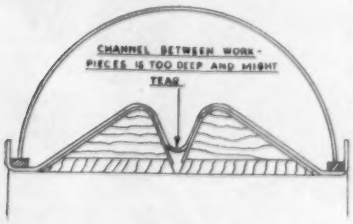
When rubber is stretched and then released, although it very nearly recovers its original shape immediately, it does not quite recover. Thus a little of the elasticity is lost. But the process of recovery actually continues imperceptibly for some time. Resting the sheet allows this to take place.

The best way to rest a sheet is to hang it vertically in a moderately cool place. The more frequent the rest the better, but at any rate a sheet should be rested at least once a week. Two sheets used in turn, then, will give more than twice the life of one.

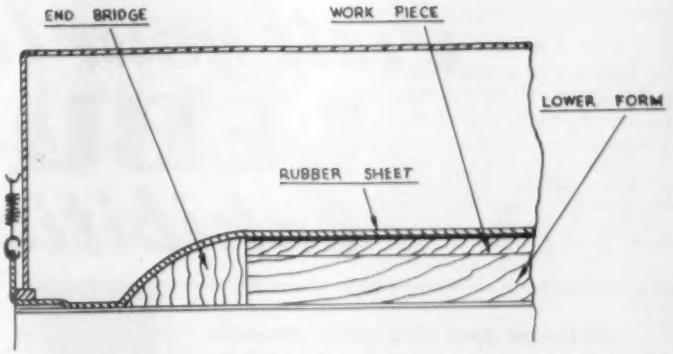
Constant Research

Rubberware, Ltd., one of the largest producers of these sheets in the country, are constantly engaged in research in the effort to combine toughness with elasticity. The problem is always to produce a sheet which will give the performance of the softest grades while lengthening the service life.

A possibility for the future is sheets of silicone rubber, on which they are working at present. This is not really a rubber at all, or even what is generally meant by a synthetic rubber. It is properly called an elastomer, and is fully synthetic. If the present developments are successful it should provide a sheet of greatly improved performance and life with considerably increased heat resistance.



Forms should be arranged to avoid high local tension.



Use of an end bridge to prevent sharp angle bending over the end of the form.

More American Equipment And Ideas

Hand Instrument Checks Foam Resiliency

NEWS from the U.S. introduces a hand tester for measuring the hardness or elasticity of foam and sponge rubbers and other soft elastomers. It is the Model 302 S "Pandux" foam rubber tester, made by the Pacific Transducer Corp., of Los Angeles.

It is claimed to meet an urgent need in industry and laboratory for a fast, accurate method of checking the resilient qualities of soft rubbers.

Operation is by placing the instrument on the material to be measured, and pressing until the base is flush with the material surface, a direct reading being shown on the dial. Several readings can be made in a few seconds. For accuracy, it is said, specimens should be at least ¾ in. thick, and thinner materials should be stacked up to this thickness.

The new tester indicates the general classifications of soft, medium and firm, and further divides the ranges into smaller increments, so that closer and more accurate tolerances can be determined.

It weighs six ounces, and is of pocket size: 3⅜ in. by 2¼ in. by 1⅛ in.

* * *

Wood Stabiliser Penetrates

Made with tough oils and resins in perfect solution through a special heat treating process, a penetrating wood stabiliser, "Nelsonite," has been produced by Nelsonite Chemical Products, Inc., of Michigan.

Makers say it lines the cell walls of the wood, setting up a barrier that greatly reduces the absorption of moisture. When applied to wet wood it is claimed to allow the wood to dry when subjected to continued low humidity and high temperature, reducing to a minimum bowing, crooking, end splitting and surface checks.

* * *

Fabric Finish Repels Grease

A new silicone finish for upholstery materials, Dow Corning 105, produced in America by Dow Corning Corporation, is claimed to have all the advantages of basic silicone finishes and to be especially noteworthy as it approaches the ideal requirements of a finish that repels grease as well as water.

The company has developed and made mill runs on an upholstery material using the new finish.

Oily stains, they claim, can be easily removed from a 105-treated fabric woven of wool, wool blends or synthetics without leaving a solvent ring. A damp sponge is said to remove all signs of discolouring, even ink, fruit juices and other water-borne stains. The finish is also said to give longer wear and improved appearance to the fabric.

* * *

New Segment Gauge

For use on circular saw tables, a new segment gauge has been developed by Oliver Machinery Co., Michigan, to simplify a complicated woodworking operation.

The new gauge (No. 135) consists of a bar with a fixed support at the left and an adjustable support at the right. On top of the bar is a heavy brass scale including all the instructions and graduations necessary to set up for a required set of segments.

Makers claim the unit is very simple to operate and the instructions are clearly indicated.

Visit your local LEBUS *Exhibition*

SCOTLAND AND NORTHERN IRELAND

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Edinburgh - - 6th—10th Sept.
Dundee - - - 13th—17th Sept.
Belfast - - - 13th—17th Sept.
Aberdeen - - 20th—24th Sept.
Ayr - - 27th Sept.—1st Oct

NORTH-EAST

Hull Permanent Showrooms

Huddersfield 30th Aug.—3rd Sept.
Middlesbrough 6th—9th Sept.
Lincoln - - - 6th—10th Sept.
Leeds - - - - 13th—17th Sept.
Sheffield - - - 13th—17th Sept.
Darlington - - 21st—23rd Sept.
Doncaster - - 20th—24th Sept.
Bradford - - - 20th—23rd Sept.
Newcastle - - 20th—24th Sept.
York - - - - 28th—30th Sept.
Grimsby - - - 5th—7th Oct.

NORTH-WEST AND WALES

Manchester Permanent Showrooms

Chester - 30th Aug.—2nd Sept.
Swansea - 30th Aug.—3rd Sept.
Carmarthen - - 7th—9th Sept.
Barrow - - - 7th—9th Sept.
Cardiff - - - 6th—10th Sept.
Newport - - 20th—24th Sept
Carlisle - - - 20th—24th Sept.
Bolton - - - 27th—30th Sept.
Preston - 27th Sept.—1st Oct

SOUTH-MIDLANDS AND EASTERN COUNTIES

Birmingham Permanent Showrooms

Leicester Permanent Showrooms

Southend 30th Aug.—3rd Sept.
Nottingham 30th Aug.—3rd Sept.
Luton - - 31st Aug.—2nd Sept.
Walsall - - 31st Aug.—3rd Sept.
Norwich - - - 6th—10th Sept.
Shrewsbury - - 6th—9th Sept.
Peterborough - 6th—9th Sept.
Derby - - - 6th—10th Sept.
Ipswich - - - 13th—16th Sept.
Wolverhampton 13th—16th Sept.
Cambridge - - 20th—23rd Sept.
Northampton - 20th—24th Sept.
Burslem - - - 20th—24th Sept.
Colchester - - 20th—24th Sept.
Oxford - - 27 Sept.—1st Oct.
Romford - - - 28th—30th Sept.

SOUTH

London Permanent Showrooms

Swindon - 30th Aug.—1st Sept.
Croydon - 30th Aug.—3rd Sept.
Exeter - 30th Aug.—3rd Sept.
Tunbridge Wells 30th Aug.—3rd Sept.
Gravesend - - 7th—9th Sept.
Bristol - - - 6th—10th Sept.
Reading - - - 13th—17th Sept.
Bournemouth - 13th—16th Sept.
Maidstone - - 13th—16th Sept.
Dartford - - - 14th—17th Sept.
Southsea - - - 21st—24th Sept.
Canterbury - - 20th—24th Sept.
Gloucester 27th Sept.—1st Oct.
Brighton - 27th Sept.—1st Oct.
Southampton - 11th—14th Oct.

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For Wood-Carcase Furniture—

Will Moulded Plastics Be New Drawer Material?

THERMOSETTING plastics are making yet another inroad into the realm of wood furniture. With increasing success some American manufacturers are equipping wooden carcases with plastic drawers.

Thermosetting materials such as phenolics, ureas and melamines are the plastics involved. They are already familiar to the buying public through their use for radio cabinets, telephones and handles for domestic appliances. Nor will the use for drawers seem too novel, as plastic utensils such as knife boxes have been available for some time.

Moulded Complete

High-pressure, high-temperature moulding produces the finished drawer. No further work is needed, the only subsequent operations being whatever is desired to match the appearance to that of the piece of furniture which will contain it.

Advantages claimed for plastic drawers are principally ease of cleaning and the fact that they do not stick. In common with most plastic products a wipe with a damp cloth or soap and water is sufficient to keep the surface completely clean, and therefore hygienic.

The material, after its high-temperature pressing, is stable and will not warp or deteriorate. Changes of temperature, therefore, will not cause movement and sticking in the runners—a good selling point.

Strong And Light

Moulded plastics have a robust surface, and being "through-coloured" such scratches as do occur are not easily seen. The modern thermosetting plastics are both strong and light, and present a clean, attractive appearance.

Provided a sufficient quantity is required to make production economic, they can be moulded to any desired shape or contour. Partitions or utensil compartments can be incorporated in the moulding as an integral part of the drawer, or ribs or channels can be provided for removable partitions.

Other advantages claimed are that the drawers will not corrode, and will resist burns, stains, common food acids, grease and solvents; that they are non-electrostatic, and so will not attract dust; and that they can be made available in wide ranges of colours, or can be spray-painted and baked.

Less Convincing

Two more claims—that they absorb or deaden sound, and that they are pleasantly "warm" to the touch—are less important and also less convincing. Compared with metal drawers these two claims are justified, but it is doubtful whether moulded plastics will compare favourably with wood in these qualities.

Although plastic drawers present an easily cleaned and attractive front without further treatment, they can also have wooden or metal fronts attached to them to match the design of the suite or piece of furniture for which they are intended.

The most likely use for this type of drawer, one would say, is for kitchen furniture, in which hygiene is of considerable importance. The absence of seams or joints means that one of the most troublesome resting places for dust is eliminated, and a drawer which can be wiped and dried instead of the traditional cleaning process of scrubbing, air-drying and lining is naturally going to attract a housewife.

Flow-line Simplified

To the manufacturer who is anxious to simplify his production flow-line plastic drawers offer advantages, too. Drawer-fitting often involves a serious interruption to flow, entailing the returning of bad fits to the machine shop, or the placing of machines at the assembly points. An alternative has been the employment of skilled labour with hand tools, adjusting the fit of drawers.

High-pressure moulding produces identical products, and if one drawer fits they will all fit. Furthermore, changes of temperature and humidity will not affect the drawer, thus avoiding sticking in that most embarrassing of places—the showroom.

Quantity Is Essential

The big disadvantage to plastic drawers is the fact that production must be in quantity. Most furniture manufacturers would have to buy them in from outside. Also a good deal of standardisation of drawers would be necessary.

The latter necessity might be a blessing in disguise to a manufacturer, leading to other items of standardisation in construction which would improve his flow. But standardisation can go too far, of course, and a standard drawer might impose rather severe limits on design.

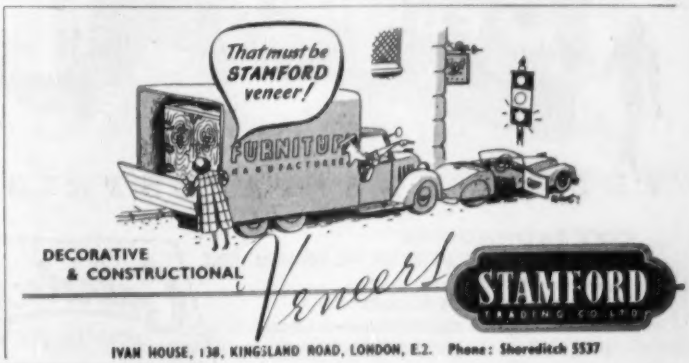
Chance For Experiment

Nevertheless there is opportunity for experiment here both for furniture manufacturers and for plastics manufacturers who supply the trade.

Probably the most useful applications of the plastic drawer would be in kitchen, hotel and office furniture, though there is no reason why they should stop there. While the "Contemporary" trend continues it will offer considerable scope for their introduction in cabinet furniture.

HARDWOOD MARKET

QUERCUS is still on holiday The next item in this column will appear on August 27.



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Trading Results

Riding's Profit Trebled

Combined trading profits of **Riding's Stores, Ltd.**, for the year to March 31 are more than trebled at £305,616 (£96,785). £184,602 is transferred to reserve for unmatured profit on hire purchase and instalment accounts, from which there was a credit of £23,293 last year. After tax of £72,445 (£71,516), net profit is £48,569 (£48,562). Final dividend of 20 per cent (on increased capital) makes a total of 30 per cent, for the eighth successive year.

Stoddard Profit Up 400 per cent

Continuing their recovery after the trading loss of 1951-2, **A. F. Stoddard & Co., Ltd.**, announce a group trading profit of £634,721 (£156,287) for the year to May 31, an increase of £478,434. Taxation is up from £49,528 to £276,069, and net surplus is £266,901 (£51,769). Final dividend of 7½ per cent makes a total of 12½ per cent (both same).

Bambergers' Profit Maintained

Group profit of **Bambergers, Ltd.**, for the year to March 31 is slightly up at £416,529 (£395,683). After tax of £255,787 (£238,121) net profit is £160,742 (£157,562). Ordinary dividend of 20 per cent compares with the previous year's dividend of 17½ per cent and bonus of 2½ per cent.

John Bland Result

Consolidated net profit of **John Bland & Co., Ltd.**, for the year to May 31 is £31,485 (£40,968) before tax; dividend 8 per cent.

The Gazette

THE BANKRUPTCY ACTS 1914 and 1926

Bankruptcy Proceedings

M. Sodikoff (male), 66-68 Paul Street, London, E.C.2, furniture manufacturer. Public examination October 26 at Bankruptcy Buildings, Carey Street, London, W.C.2.

Notices of Dividend

Solomon **Rosen**, carrying on business in the name of "**Pramland**," 45 Brent Street, Hendon, London, N.W.4., baby carriage retailer. No. 360 of 1953. First and final of 4s. 1¾d. in the £, payable August 27 at Bankruptcy Buildings, Carey Street, London, W.C.2.

Herbert **Waumsley**, carrying on business under the style of "**Horncastle Caravan Co.**," and of "**Horncastle Cabinet Company**," Old School, Foundry Street, Horncastle, Lincs, caravan and cabinet maker. No. 6 of 1952. First and final of 5¼d. in the £, payable August 20 at Mortimer House, Castle Road, Nottingham.

THE COMPANIES ACTS

Dividend

M. & S. K. Furniture Ltd., Devonshire Chambers, 146 Bishopsgate, London, E.C.2, furniture manufacturers. No. 00958 of 1953. First and final of 4s. 6d. in the £, payable August 23 at 5 Giltspur Street, London, E.C.1.

PRIVATE ARRANGEMENT

Leslie **Gissop**, trading as **Margaret Scott**, 806 Wilmslow Road, Didsbury, and 2A Stockport Road, Cheadle, Lancs, fabrics and household textiles retailer.

A meeting of creditors of the above, who commenced business in June, 1951, was held recently at Manchester, when statement of affairs showed liabilities £4,386 1s. 5d. against net assets of £693 13s. 10d., leaving a deficiency of £3,692 7s. 7d.

Creditors agreed that the matter be dealt with under a Deed of Assignment in favour of Mr. Gilbert H. Eaves, C.A. (Harry L. Price and Co., 47 Mosley Street, Manchester, 2), as trustee of the estate. A committee of inspection was also appointed.

The following are creditors:—

Caton Fabrics, Ltd., £211; Robert Edwards (Croft Mills), Ltd., £108; Hill Brown Furnishings, Ltd., £142; Hoyle's Prints, Ltd., £254; Henry Marchington & Sons, Ltd., £148; McCaw, Allen & Co., Ltd., £110; Old Bleach Linen Co., Ltd., £125; Ruddin, Leigh & Co., Ltd., £120; Sanderson Fabrics, Ltd., £362; Simplicity Patterns, Ltd., £220; S. & J. Watts & Co., £100; Leslie Gissop, Ltd., £221; Gissop & Davey, Ltd., £340.

NEW COMPANIES

The undermentioned particulars of new companies are taken from the Daily Register compiled by Jordan & Sons, Ltd., Company Registration Agents, 116 Chancery Lane, W.C.2.

G. Cawson, Ltd.—Registered July 27, 1954. 105 Clayton Street, Newcastle-on-Tyne. To carry on business of house furnishers, etc. Nominal capital: £3,000 in £1 shares. Permanent directors: G. Cawson (managing director) and Mrs. B. Cawson, 18 Purley Gardens, Kenton, Newcastle-on-Tyne; I. Gilbert and D. B. Gilbert.

Radio Furnishing, Ltd.—Registered July 28, 1954. 80 Edgehill Road, Chislehurst, Kent. Nominal capital: £100 in £1 shares. To carry on business of manufacturers of and dealers in household furniture, etc. Directors: M. H. Lucy, 423 Sidcup Road, S.E.9; L. P. Crompton, 82 Edgehill Road, Chislehurst.

James Baildom, Ltd.—Registered July 28, 1954. The Mart, Eastgate, Louth. To carry on business of house furnishers, etc. Nominal capital: £6,000 in £1 shares.

Chas. Swannack & Son, Ltd.—Registered July 29, 1954. 21 Bridgegate, Retford. To take over business of house furnishers and upholsterers carried on at Retford by Chas. Swannack and Son. Nominal capital £9,000 in £1 shares. Directors: C. Swannack, Lethnot, North Road, Retford, Notts; C. R. Swannack, 14 Lime Tree Avenue, Retford, Notts.

Robert Walton (Stores), Ltd.—Registered July 29, 1954. 53 Queen Anne Street, W.1. To carry on business of dealers in and manufacturers of furniture, cabinets, etc. Nominal capital: £5,000 in £1 shares (100 "A" and 4,900 "B"). Direc-

(*continued over page*)

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Sales Office

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NEW COMPANIES

(continued from previous page)

tors: J. Lakin, 68 Arlington House, Piccadilly, W.1; I. Libson, 1 Leinster Mansions, Finchley Road, N.W.2 R. Walton, 8 Lysias Road, S.W.12.

Osway, Ltd.—Registered July 29, 1954. 122/4 High Street, Staines, Middlesex. To carry on business of builders, contractors, whitewood furniture manufacturers, etc. Nominal capital: £100 in £1 shares. Directors: O. C. Otterway & Mrs. D. Otterway, Calais Cottage, 66 London Street, Chertsey, Surrey.

Tipdex (Holdings), Ltd.—Registered July 30, 1954. To carry on business of manufacturers of and dealers in office equipment, filing cabinets, etc. Nominal capital: £100 in 10/- shares. Directors: S. R. Gittins, 135 Beaufort Street, S.W.3; H. E. Elsden-King, 109 Upper Richmond Road, S.W.15; S. E. Matthews, 31 Bedford Street, W.C.2.

P. S. le Fleming Shepherd, Ltd.—Registered July 30, 1954. Luckhurst Cottage, Luckhurst Crouch, Mayfield, Sussex. To take over business of manufacturers of and dealers in furniture carried on as "P. S. le Fleming Shepherd" at Mayfield, Sussex. Nominal capital: £2,000 in £1 shares. Permanent directors: P. S. le Fleming Shepherd, Luckhurst Cottage, Luckhurst Crouch, Mayfield (managing director); L. G. Scragg, Ridgeley Road, Chiddingfold, Surrey; Mrs. M. McKechnie, Old Sandalls, Mayfield, Sussex.

S. & J. B. Moss, Ltd.—Registered July 21, 1954. 51 Wheelock Street, Middlewich, Ches. To take over business of a cabinet maker and furniture dealer carried on at Middlewich by S. Moss. Nominal capital: £2,000 in £1 shares. Directors: S. Moss and Mrs. J. B. Moss, The Poplars, Southway, Middlewich.

Caris, Ltd.—Registered July 23, 1954. 86 Princes Way, Team Valley Estate, Gateshead-on-Tyne, 11. To carry on agencies for the import, export and sale of furnishing fabrics, household textiles, etc. Nominal capital: £100 in £1 shares. Directors: G. H. Casey, 119 Hamilton Hall, Hamilton Terrace, N.W.8; S. M. Richardson, 8 Calderwood Crescent, Low Fell, Gateshead; A. J. Sinclair, Ravenscourt, Selbourne Avenue, Low Fell, Gateshead.

Cosy Homes Furnishers (Loughborough), Ltd.—Registered July 23, 1954. 44 Church Street, Loughborough, Leics. Nominal capital: £2,000 in £1 shares. Permanent director: F. J. Hardy, 61 Trevor Road, West Bridgford, Notts.

Harpers of Market Drayton, Ltd.—Registered June 12, 1954. 15 Cheshire Street, Market Drayton, Salop. To carry on business of house furnishers, upholsterers and cabinet makers, etc. Nominal capital: £7,500 in £1 shares. Directors: C. A. Harper, Beulah House, Market Drayton; Daisy E. Harper, addresses not stated.

Stockroom Dates

for week beginning Aug. 23

EXELOAK, LTD. August 23 to 28, at St. Enoch Hotel, **GLASGOW.** Mr. J. Bobroff and Mr. A. Tait in attendance.

* * *

M. A. RAPPORT & CO., LTD. August 23 to September 3, at Capitol Cinema, **CARDIFF;** August 23 to 27, at Rougemont Hotel, **EXETER,** and New Inn, **GLOUCESTER.**

* * *

REMPLOY, LTD. August 23 to 26, at Y.M.C.A., **SWANSEA.**

* * *

SHRAGER BROS., LTD. August 23 to 27, at St. Enoch Hotel, **GLASGOW.** Mr. J. M. Mitchell and Mr. F. G. Waldron in attendance.

* * *

SKLAN (HEIRLOOM FURNITURE), LTD. August 23 to 26, at Milton Hall, 244 Deansgate, **MANCHESTER.**

* * *

WILLIAM LAWRENCE & CO., LTD. August 23 to 27, at Grosvenor Hotel, **MANCHESTER.** Mr. A. Rivington in attendance.

* * *

A. & H. UPHOLSTERY and R. W. TOOTHILL. August 23 to 27 at Royal Turk's Head, **NEWCASTLE-ON-TYNE.** Mr. Reg. H. Smith in attendance.

"World" Service Bureau

Some Enquiries Answered

9934.—Dark oak occasional and hall furniture.
9935.—Tubular racks for display.
9936.—Good class dining sets.
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9943.—Hair cord carpets.
9944.—Mahogany sideboard (as drawing).
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9949.—"Horrockses" sheets.
9950.—"Bond" kitchen cabinets.
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9953.—Carpet sewing machines.
9954.—Adhesive carpet tape.
9955.—Carpet cleaning machines.
9956.—Cocktail cabinets with electric light fittings.
9957.—Orbital-type air sanders.
9958.—"Parnall" washing machines.

COUNTY COURT JUDGMENTS

The following information has been taken from the Registry of County Court Judgments, the Treasury, S.W.1. Publication does not imply inability to pay. Debts may have been paid, or may refer to disputed cases.

Maynard, A. E. (male), 722a Chesterfield Road, Sheffield, upholsterer. £30 1s. 9d. July 2.

Wiggins, John Arthur, 163 St. Marks Road, Saltney, Chester, upholsterer. £14 5s. 4d. June 25.

Prestidge, A. J. (male), Dallow Street, Burton-upon-Trent, antique furniture dealer. £14 14s. 7d. June 22.

Newsome, E. H. (male) (t/a **Pendle Mattress Co.**), 14 Lee Street, Barrowsford, mattress manufacturer. £18 1s. 0d. June 25.

R. F. Westacott, Ltd., registered office 204 Union Road, Oswaldtwistle, house furnishers. £20 14s. 6d. **July 15.**

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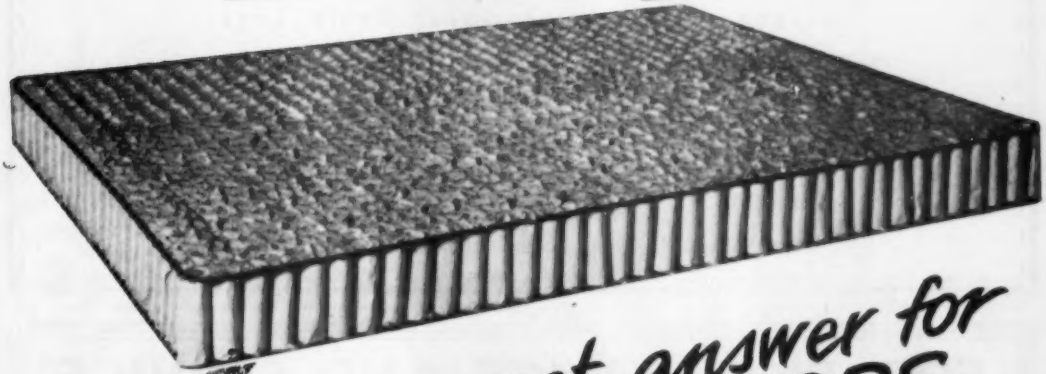

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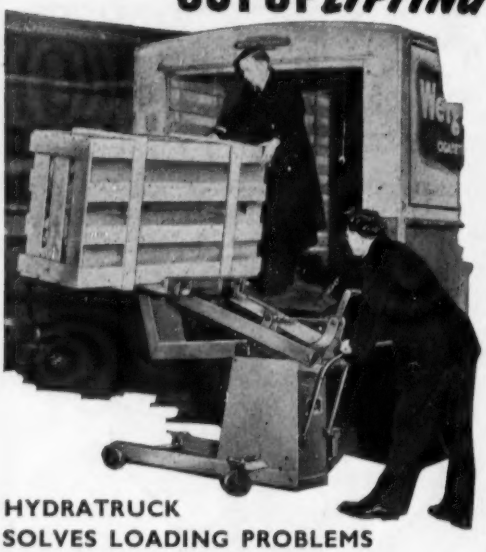

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Veneered, Plain and Embossed Mouldings and ornaments. Furniture fittings, screws, nails, etc.

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New and exclusive Contemporary Moquettes · Tapestries and Leather-cloths in popular shades.

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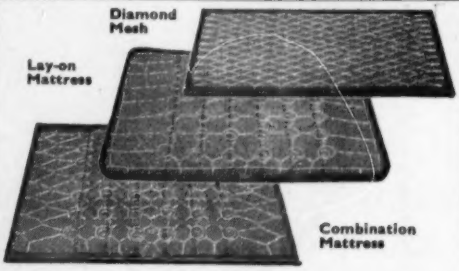

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" Situations Vacant " and " Wanted " and " Representatives Wanted "—2/- a line.
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All other Headings—2/6 a line, approximately six words. Box Number Advertisements—address counting as one line plus forwarding charge of 1/-. Display panels 30/- per inch, 25/- per ¾ inch. Address: 180 Fleet Street E.C.4. 'Phone: CHAncery 8844.

ALL ADVERTISEMENTS RECEIVED BY FIRST POST ON TUESDAY WILL APPEAR IN THE SAME WEEK'S ISSUE

SITUATIONS VACANT

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BUYER required. Carpets, Linos, Bedding. Also Salesman.—Harvey Dept. Store, 149-155 Mitcham Road, Tooting, S.W.17.

CARPET SALESMAN. Young man with some experience for busy department. High earnings and prospects for capable man.—A. Adams & Son (Furnishers), Ltd., 31-41 Clarendon Road, Harrow 5171.

CARPET SALESMAN, must be fully experienced. Good salary and commission. Williams of Kilburn. MAI. 1101.

D. GOODCHILD & SON, LTD., 51 Great Eastern Street, London, E.C.2, require Upholsterers' Warehouseman, preferably with experience. In first place apply in writing stating wages required.

EXPERIENCED soft furnishings salesman required. Good salary and commission offered. Excellent prospects.—Apply Maple & Co., Ltd., 95 Whiteladies Road, Bristol.

FIRST - CLASS WINDOW DRESSER required for large complete furnishing house. Experience essential. High wages offered to first-class man.—Apply A. Adams & Son (Furnishers), Ltd., 31-41 Clarendon Road, Harrow. 5171.

SITUATIONS VACANT

FULLY EXPERIENCED Furniture and Bedding Salesman capable of taking charge of Branch shop. Excellent opportunity for advancement for keen man.—Apply: ADAMS OF HARROW, 34/41 Clarendon Road, Harrow.

FURNITURE SALESMAN required for S.E. London showrooms. Must be keen and energetic and have had good previous experience.—Apply by letter only to Personnel Manager, H. J. Searle & Son, Ltd., 70-78 Old Kent Road, S.E.1.

LARGE FURNISHING store in the centre of Manchester requires a first-class senior salesman. A basic salary of £10 to £12 weekly with ample scope for earning £1,000 per annum. An excellent opportunity for a capable furnishing man who is able to serve through all departments. —Box No. 9402 Furnishing World 180 Fleet St. E.C.4.

LONDON COUNTY COUNCIL.—Technical College for the Furnishing Trades, commencing September 13, 1954: Part-time teacher of principles of remuneration, estimating and costing (foremanship course) and/or the principles of production and planning; Thursdays, 7-9 p.m.; payment 34s 6d. per class. Teacher of upholstery (practical and theory), first-class craftsmen required; Monday and Thursday evenings, 6.30 to 9 p.m. and 6.30 to 8.30 p.m.; 32s. 9d. for 2½-hour class and 27s. for 2-hour class. Teacher of drawing, design and colour for upholstery and polishing students; Wednesdays, 6.30 to 8.30 p.m.; 34s. 6d. per class.—Apply to Secretary at College, Pitfield Street, N.1.

PARKER-KNOLL, LTD., require a sales assistant (male) for their London showrooms. Age 20-30. Previous experience in furniture trade essential. Application should be made in writing giving details of age, experience and present salary to Personnel Officer, Temple End, High Wycombe, Bucks.

SALESMAN required for office furniture, West End store, previous experience in this business distinct advantage. Good opening and salary.—Reply giving details of previous experience, salary, etc., to Box No. 9410 Furnishing World 180 Fleet St. E.C.4.

SITUATIONS VACANT

SCOTTISH LINOLEUM Manufacturers have vacancy in London offices for male telephone order clerk and salesman. Copy typist essential. No Saturdays. £7 5s. per week.—Apply DUNDEE LINOLEUM COMPANY, LTD., 39-41 Little Britain, E.C.1. Phone MONarch 0154.

THE COUNCIL OF INDUSTRIAL Design requires senior officers to cover each of the following industries: (a) Pottery, (b) Textiles, (c) Cutlery and Flatware. An interest in industrial design, and experience of the managerial, buying, sales, or design side of the industry concerned essential. Starting salary £910-£1,040 rising to £1,136, or £1,180-£1,270 rising to £1,408 according to experience. Women's rates somewhat lower. Contributory pension scheme.—Write (stating industry) for further information and application form to: The Establishment Officer, Tilbury House, Petty France, S.W.1.

WAGES CLERK required by large manu-facturers. Must be fully experienced in all aspects of wages dept. Permanent and progressive post.—Apply: Freedman Upholstering Co., Ltd., 17-29 Cannon Street Road, E.1.

WELLS OF BEDFORD, LTD., have a vacancy for an upholsterer, capable of undertaking curtain fitting. Able to drive car.—Apply: General Manager, Wells of Bedford, Ltd., High Street, Bedford.

SHEARD BINNINGTON, LTD., HIGH STREET, DONCASTER
having now completed extensive building alterations and development plans have vacancies for the following staff:
SENIOR CABINET SALESMAN
FULLY EXPERIENCED CARPET SALESMAN
FULLY EXPERIENCED SOFT FURNISHING SALESMAN
FULLY EXPERIENCED BEDDING SALESMAN
In all cases applicants must have thorough experience in their trade and be used to a good/medium class type of business. Accommodation is available for applicants in the form of new semi-detached houses now building.—Write, giving full details of previous experience to:
General Manager, Sheard Binnington, Ltd., High Street, Doncaster.

CLASSIFIED ADVERTISEMENTS CONTINUED ON PAGE 82

CLASSIFIED ADVERTISEMENTS CONTINUED FROM PAGE 81

REPRESENTATIVES WANTED

FIRST-CLASS representatives required for the Midlands area by Joseph Serlin & Sons, Ltd., manufacturers of bureaux, secretaires, etc.—Apply direct to: 56 Columbia Road, London, E.2.

FIRST-CLASS Representatives required by manufacturers of exclusive china and cocktail cabinets for Yorkshire. Only men with sound connections considered. —Write full details in confidence to Box No. 9392 Furnishing World 180 Fleet St. E.C.4.

CARPETS AND LINOLEUM—WHOLESALE

WELL-ESTABLISHED FIRM, WELL-KNOWN IN THE TRADE, LARGE STOCKISTS, REQUIRE THE SERVICES OF AN EXPERIENCED REPRESENTATIVE FOR THE LONDON AREA. SUBSTANTIAL REMUNERATION ON BASIS OF COMMISSION AND EXPENSES.

APPLY IN STRICT CONFIDENCE TO BOX No. 9376 FURNISHING WORLD 180 FLEET STREET E.C.4.

The Manufacturers of PORTWOOD FURNITURE and COLUMBINE UPHOLSTERY require an experienced **representative for the Tees and Tyne districts, which will include the North Riding of Yorkshire.** Applications are invited from first-class men who reside in the territory and own a car. There will be no objection to the successful applicant representing a similar class house of bedroom furniture manufacturers. —Apply in confidence, giving full details to: **Sales Director, P. Leach Productions, Ltd., Vernon Mill, Portwood, Stockport**

DURHAM AND NORTH-EAST YORKSHIRE

REPRESENTATIVE REQUIRED. MUST BE CAR OWNER AND HAVE ESTABLISHED KITCHEN FURNITURE CONNECTIONS, CARRYING NOT MORE THAN ONE OTHER HOUSE.—FULLEST DETAILS IN WRITING: MANAGING DIRECTOR,

BEATALL FURNITURE, LIMITED, PENHALL ROAD, CHARLTON S.E.7

REPRESENTATIVES WANTED

DUE to Re-Organisation, Well-known Furniture manufacturers have vacancies for Representatives in the following areas:—1, Midlands; 2, Eastern Counties; 3, London, North of Thames. For Competitive range of Wood Bedsteads, Spiral Spring Mattresses, Dining and Occasional Furniture. Applicants must have established connection and be capable of high figures.—Box No. 9399 Furnishing World 180 Fleet St. E.C.4.

MANUFACTURER large range of furniture (kitchen cabinets, tables, fireside chairs, bookcases, occasional furniture) desires appoint sales representative some counties British Isles. Applicants should have knowledge of the trade and good connections in the area. Good salary, commission and expenses. Car owner preferred. —Full particulars to Box No. 9405 Furnishing World 180 Fleet Street E.C.4.

OPPORTUNITY arises for a young gentleman, well experienced and known to the large manufacturing upholsterers in the Provinces, to represent important firm of importers and wholesalers. Not afraid of hard work and able use initiative.—Write full particulars, Box No. 9398 Furnishing World 180 Fleet Street E.C.4.

REPRESENTATIVE (full time) required for Birmingham area by well-known furniture manufacturers of national repute with substantial connection. Age 25-35. Selling and car-driving experience essential. Applicants must give details of education and copies of references.—Box No. 9406 Furnishing World 180 Fleet St. E.C.4.

SCOTLAND. FULL-TIME SALES REPRESENTATIVE REQUIRED BY LARGE MANUFACTURING CONCERN TO BE BASED AT GLASGOW TO SELL DOMESTIC, OCCASIONAL AND WHITEWOOD FURNITURE, MATTRESSES AND FIRESIDE CHAIRS IN WESTERN REGION OF SCOTLAND. GOOD SALARY AND COMMISSION, EXPENSES AND CAR ALLOWANCE, PENSION SCHEME.—FULLEST PARTICULARS TO BOX NO. 9404 FURNISHING WORLD 180 FLEET ST. E.C.4.

REPRESENTATIVE required on commission basis to cover **BIRMINGHAM, COVENTRY, STAFFS** and **LEICESTER** areas: for manufacturers of **"JOYLAND"** Furniture. "Fireside chairs," "Reproduction Dining Suites" and "occasional furniture." Must be energetic man with good connections.—Apply: **"JOYNSON, HOLLAND & CO., LTD., HIGH WYCOMBE, BUCKS.**

REPRESENTATIVES WANTED

REPRESENTATIVE required for South London area by old established upholstery house. Age limits 28-35. Good salary and commission. Car provided with expenses for running. Successful applicant must live South of Thames and be of the utmost integrity. Experience of furniture trade essential but present connection handed over.—Applications to Box No. 9408 Furnishing World 180 Fleet St. E.C.4.

REQUIRED by old established importers of coir goods and other floorcoverings, reliable representative already carrying allied lines, to work on a commission basis. Good prospects. North of England and London areas.—Box No. 9411 Furnishing World 180 Fleet Street E.C.4.

SOLE REPRESENTATIVE with sound connection in the Midlands required by established upholstery and occasional furniture manufacturers of excellent repute. All applications will be treated in the strictest confidence, and no references will be taken up without permission.—Reply to Managing Director, Box No. 9403 Furnishing World 180 Fleet St. E.C.4.

THE "TALENT" GROUP of Companies require representative to cover Staffs, Warwicks and Worcs, to sell solely for them "Talent" dining room sets, Evansville kitchen cabinets and H. Herrmann bedroom suites.—Replies to Sales Manager, Talent Group of Companies, Arterial Road, Rayleigh, Essex.

W. LUSTY & SONS, LTD. requires Representative for the West Country and South Wales for Lloyd Loom Woven Fibre Furniture and other Lusty products. Only full-time man considered. Write (own handwriting), giving full particulars to Sales Manager, W. Lusty & Sons, Ltd., Bromley-by-Bow, London, E.3.

A TOP FLIGHT REPRESENTATIVE IS REQUIRED TO SELL THE NATIONALLY-KNOWN "MAID MARION" KITCHEN CABINETS IN THE FOLLOWING TERRITORY: LINCOLNSHIRE, HUNTINGDONSHIRE, CAMBRIDGESHIRE, BEDFORDSHIRE, NORFOLK AND SUFFOLK. MUST BE A CAR-OWNER AND RESIDE IN TERRITORY. — APPLY SELWYNE MANUFACTURING CO., LTD., MECHANICS PATH, DEPTFORD HIGH STREET, LONDON, S.E.8. TELEPHONE No. TIDEWAY, 1164/5.

CLASSIFIED ADVERTISEMENTS CONTINUED ON PAGE 83

CLASSIFIED ADVERTISEMENTS CONTINUED FROM PAGE 82

SITUATIONS WANTED

FURNITURE. Area supervisor seeks change. At present with large multiple 10 years. 30 years' experience can show results. Salary required £1,350. Midlands preferred.—Box No. 9413 Furnishing World 180 Fleet Street E.C.4.

LOOSE - COVER cutter / maker wants indoor/outdoor work; also curtains, pelmets, etc.—Box No. 9412 Furnishing World 180 Fleet Street E.C.4.

WORK WANTED

SHAPED AND FLAT VENEERING done to the trade.—Call or telephone Veneer Pressing, Ltd., 45 Virginia Road, E.2. Sho. 6800.

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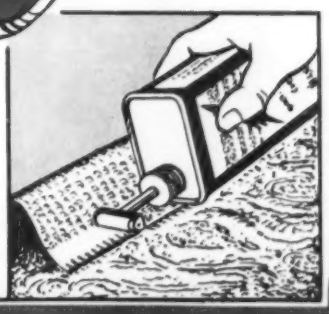

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